

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

Vol. 1. No. 62.

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Automotive Daily News Publishing Corporation

NEW YORK, MONDAY, NOVEMBER 23, 1925

Application for entry as second class matter 10 Cents, \$12 Per Year
I. pending at Post Office, New York, N. Y.

I. P. M. A. ELECTS ITS OFFICERS AND FORMS '26 PLANS

Discuss Co-operative
Refinery-Executives'
Club Formed

Fritts and Anglin on Indian Refining Board

Louisville, Ky., Nov. 21.—The election of Dr. Frank Fritts, assistant to the vice-president and Basil H. Anglin, sales manager, to the Board of Directors of the Indian Refining Company, Lawrenceville, Ill., was made known at the National Petroleum Marketers Association convention, Wednesday, at which a delegation from the Indian Refining Company was in attendance.

Dr. Fritts will be vice-president in charge of management while Mr. Anglin will be vice-president in charge of sales.

LOUISVILLE, KY., Nov. 21.—Progress on a co-operative refinery by the Independent Petroleum Marketers Association was reported Thursday at the morning session of the final day of the association's fall convention.

It was expected that some definite plans would be announced as to whether the association or a group within the association would begin organizing a refining company to take care of the needs of the independent jobbers. More than a million dollars had been pledged by several men for the purpose of building such a co-operative refinery, it was reported.

But a great many members of the association consider that having a co-operative refinery is carrying the idealism of the association a bit too far. To not a few such a refinery will mean an encroachment on their own business, as they have their own refineries, while still others can buy satisfactorily from the larger companies.

However, in certain quarters, such a move is considered the thing to do. The committee appointed to look into the matter merely reported progress.

There was little attention paid to the afternoon session. In fact, save for President L. V. Nichols, the attendance was exactly four persons. The jobbers were too busy arranging for outgoing trains.

The organization of the various state independent marketers' associations, to be known as the State Executives' Club, was effected. Its membership is limited to the presidents and acting state association secretaries. Its aim and purpose, it was said, are to make through conference a thorough study of practical methods which will enable the members of the state bodies to offer the maximum service to their respective associations and the petroleum industry in general.

James A. Gilmore, Grand Rapids, field secretary of the Michigan Independent Oil Men's Association, was elected president of the club. W. H. Trimble, Indianapolis, president of the Indiana Petroleum

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Goodyear Co. Adds to Its Los Angeles Plant

Akron, O., Nov. 21.—A \$1,000,000 addition to the Goodyear Tire and Rubber Company's California plant at Los Angeles has been started, which will be ready to produce tires early in the spring, it was announced today by Goodyear officials.

The addition is of fireproof construction and will increase the capacity of the factory from 7,000 tires and 10,000 tubes daily, to 10,000 casings and nearly 15,000 tubes. At present the plant now employs 3,000 men, but with the addition the plant will have work for 1,000 additional workmen.

Buick Maintains Its October Pace

Flint, Mich., Nov. 21.—Maintaining the pace set in October, when 23,000 cars were shipped from the plant, the Buick Motor Company yesterday built nearly a thousand cars and shipped 352 carloads to all parts of the country, making one of the largest freight movements for one day in the history of the company. A total of 1,172 new automobiles left the plant. More than 1,000 were shipped in the 352 freight cars. Seventy-four were for export and 96 were driveaways. The November schedule is practically the same as that for October, and capacity production will probably be maintained through the spring and summer of 1926, according to Buick officials.

BANKER SCOFFS AT "SATURATION"

Chas. E. Mitchell Sees
Little Basis for
Mythical Danger

Toledo, Nov. 21.—Belief that there is no such a thing as saturation point in the automobile purchasing capacity of the American people so long as new roads are constructed at the present rate of improvement was expressed here Thursday by Charles E. Mitchell, president of the National City Bank, New York, who was a guest at a luncheon for Toledo bankers, given by John N. Willys, president of the Willys-Overland Company, at the Toledo Club.

"Automobiles will be sold so long as we continue to build new roads and so long as we keep the expert channels open," he said.

"We were half way through 1925 before we realized that we were in a prosperous period. It may be that in the future we will have to get used to larger volume of business with less profit."

"But today the automobile industry is well financed and on a sound basis."

Mitchell warned against expansion of credit in sale of automobiles by extending time-payments over too long a period. He said there had been a noticeable tendency to stretch terms from a year to eighteen months and to two years and more. It was time to curtail that tendency now, he said.

ADVANCE GASOLINE PRICE
New York, Nov. 21.—The Standard Oil Company of Louisiana, has advanced the tank wagon price of gasoline 1 cent a gallon throughout its territory, except at Memphis, where the price was advanced 1½ cents.

PLAN MOTOR BUS SHOW ANNUALLY

Exhibit to Be Held in
Detroit Every
Year

Special from A. D. N. Detroit Bureau
Detroit, Nov. 21.—That the motor bus will have its own exclusive show next year, in this city, was assured at a dinner given in the convention hall of the first National Motor Bus Show Wednesday night when more than fifty motor bus makers and owners gathered and spoke glowingly of the present exhibition.

C. E. Stone of the People's Motor Coach Company, general chairman of the show, announced to the coach makers and operators that plans now are in the making for a much larger show in the same hall probably early in spring.

Maj. George D. Wilcox of the Department of Street Railways, and vice-chairman of the show committee, declared he had been assured by many of the large bus manufacturers of their pleasure at this year's initial venture. They had asked him about the possibility of an annual exposition for the showing of motor buses, he said. To all of them, he said, he declared there would be an annual exposition here. As an assurance that these bus manufacturers and accessory dealers would be here he showed applications from fifteen representatives for the 1926 exposition.

The banquet closed a large program of the show committee. During the afternoon bus operators and manufacturers were addressed by Percy Owen, director of foreign sales for Dodge Brothers, Inc., and former director of the automotive division of the United States Department of Commerce. His topic was "Motor Buses in Foreign Fields."

FINANCE COMPANIES' ASSN. ELECTS TWO DIRECTORS

Chicago, Nov. 21.—The National Association of Finance Companies, at the closing session of the second annual convention at the Hotel Sheridan here, elected two new members to the board of directors, and re-elected all the other officers for a second term. E. S. Hare of Philadelphia and B. S. Barnes of Springfield, Ill., were elected to the board of directors.

FORD MAY ESTABLISH COMMERCIAL AIR SERVICE

Tallahassee, Fla., Nov. 21.—Henry Ford is planning the establishment of commercial airplane service in Florida to relieve freight congestion caused by the railroad embargo, it was stated in high official quarters here yesterday.

THOMAS E. MITTEN, chairman of the board of directors of the Philadelphia Rapid Transit Company, who has indicated that his company will purchase other taxicab firms in Philadelphia in addition to the Yellow Cab Company.



International Newsreel Photo.

N. Y. AUTO SALON SETS SALES MARK

New York, Nov. 21.—With aggregate sales for the first four days in excess of \$700,000, the twenty-first annual automobile salon closed at the Commodore, New York, Saturday night, with a new sales record in excess of one million dollars for the full week. Nearly 60 per cent. of the total represented coachwork as distinct from the sales of chassis.

In a large measure this remarkable sales record is attributed to the new designs in custom bodies, and especially to the combinations of brilliant colors, which are so effectively used both for exterior finish and interior decorations.

That the year 1926 will be a banner one for motor cars de luxe was the prevailing opinion of the salon exhibitors when they gathered at a dinner on Thursday evening, given by President Charles M. Fleischman of Locke & Co. Plans for increasing factory capacity was the main topic of discussion, and the spirit of co-operation was more pronounced than ever.

BUICK FACTORY ADDITION AT FLINT TO COST \$65,000

Flint, Mich., Nov. 21.—The City Building Department has issued a permit to the Buick Motor Company to build a \$65,000 addition to factory No. 11.

The building will be 304 feet wide, 90 feet long and 15 feet high, of brick and saw-tooth construction. It is a part of Buick's \$2,000,000 expansion program to increase production from 1,000 to 1,200 cars a day.

NOTICE

The Automotive Daily News will not publish on Thanksgiving Day. Both the passenger car registration table, which usually appears on Thursday, and the commercial car registration table, which is scheduled for Friday, will be printed in the following Monday issue.

PHILADELPHIA R. T. MAY BUY OTHER TAXI COMPANIES

This Step Is Indicated
By Action of President of Board

PHILADELPHIA, P. A., Nov. 21.—The intended purchase of other Philadelphia taxicab companies in addition to the proposed absorption of the Yellow Cab Company was indicated yesterday by Thomas E. Mitten, chairman of the Board of Directors of the Philadelphia Rapid Transit Company.

Mr. Mitten requested the city council to assent to the issue of an additional \$5,000,000 of preferred stock by the company.

In referring to the proposed purchase of a taxicab company, Mr. Mitten did not state which particular company he had in mind. He referred to it simply as the principal taxicab company now operating here. The general impression is that he means the Yellow Cab Company, although he has not yet mentioned that company's name in any statement made for publication.

Mr. Mitten wrote that "this undertaking with proper allowance for the acquisition of other taxicab companies at a price commensurate with their present value, and with the necessary financial provision for new taxicabs, increasing garaging, etc., will require an expenditure of approximately \$5,000,000."

"Taxicabs in many other cities have during the past several years succeeded in absorbing the normal increase in passenger traffic, which would have otherwise ridden on motor buses or trolleys. The P. R. T., to protect its normal increase in earnings and so be in a position to safely undertake the added burden of unprofitable subway operation in the interest of the city, has planned to purchase the principal taxicab company now operating here."

OAKLAND MOTOR NAMES SULLIVAN FOR NEW JOB

Pontiac, Mich., Nov. 21.—William A. Sullivan of Pontiac, who has been connected with the Oakland Motor Car Company for more than nine years, has been appointed district manager of the company for North and South Carolina, and has already commenced his new duties. He will move his family to Charlotte, N. C., December 1. Sullivan was formerly a Michigan traveler for the Oakland, and since last May has been a general traveler, making the larger cities of the United States. He first became associated with the Oakland in the advertising department in 1916.

RADEMACHER ADDRESSES DETROIT ENGINEERS

Detroit, Nov. 21.—William H. Rademacher, illuminating engineer in the lighting service department of Edison Lamp Works, General Electric Company at Harrison, N. J., spoke at the Detroit Engineering Society Friday evening, November 20, on "Economics of Industrial Lighting." The occasion was a joint meeting of the Michigan Section, Illuminating Engineering Society, Detroit Chapter, Society of Industrial Engineers, and Detroit Engineering Society.

SHOWS INDICATE CAR REFINEMENT

Process Goes On and Is Reflected at Annual Exhibitions

NEW YORK, Nov. 21.—While recent National Automobile Shows have gone far to indicate that stability in general motor car design has been reached in the last two years, the process of refinement goes steadily on.

Year after year the engineers have simplified and improved in small details, either in shape, size or materials, with a view to adding strength where unusual stresses require it or lessening weight in spots where they have found that this can be done without detriment.

These refinements in motor car building are usually the development of specialists in particular lines, and annually make their appearance at the national automobile shows. They attract the factory executives—the designers, engineers and other production experts—just as the new models draw to New York and Chicago the distributors and dealers from all parts of the country.

It is on this account that trade days at each National Show were arranged a year ago and will be continued at the two big exhibitions of 1926. They are the one great development of recent years for expediting business, because they permit examination of everything new at times when the displays are not crowded. At the coming shows the trade periods will be from 10 a. m. to 1 p. m. on the Monday and Tuesday of the displays both in Grand Central Palace, New York, and at the Coliseum, Chicago.

Among up-to-date devices that will be displayed in the parts and accessory sections at the 1926 shows will be several for improving carburetion and lubrication, in keeping with the study that constantly attends these important features. It is asserted that as a result of research in the past twelve months the new carburetion systems will come nearer to introducing fuel into the motors in the most productive form than ever before. Important steps have also been made in the methods of distributing lubricating oil to best advantage and keeping it pure as long as possible after it is placed in the motor and other parts of the car.

The coming shows will cater to a greater extent than ever before to the service stations, presenting complete lines of equipment, both in power machinery and hand tools. These will include many new devices brought out in the past year to speed up work and reduce costs in the service and maintenance field.

Would Convert R.R. Into Bus Line

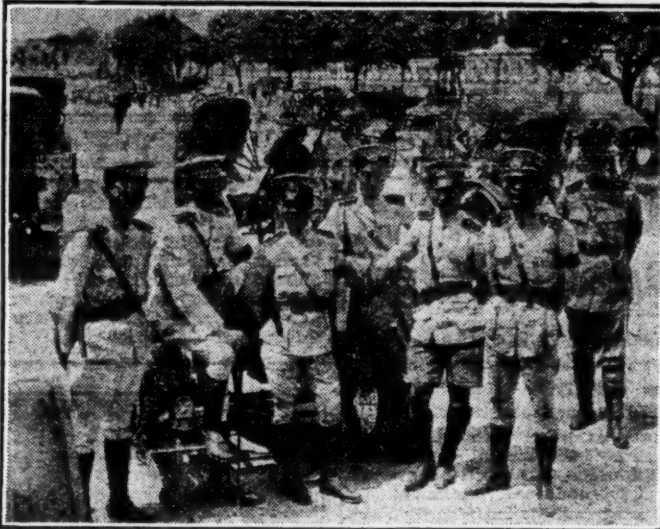
Appleton, Wis., Nov. 21.—Cessation of motor buses entirely is the only way the Wisconsin Traction, Light, Heat and Power Company can obtain enough revenue to pay operating expenses, A. K. Ellis, manager, testified in a hearing before the Wisconsin Railroad Commission here Thursday on the utility's plea to abandon service on the six mile line from Appleton to Neenah Menasha, conducted twenty-five years.

Bus competition caused operating revenues to decline from \$97,000 in 1921 to \$68,000 last year, with a bigger decline this year.

The company hasn't paid dividends since 1921, previous to which it paid 4 per cent, was paid.

Ellis says two-thirds of the former patrons now use buses and interurbans get the other third, indicating the public likes buses best.

CHINESE TRAFFIC DIRECTORS—Former members of the South China Aviation Corps now in charge of the traffic department of Canton. These men have all studied in the United States, where they received their traffic training.



International Newsreel Photo.

I. P. M. A. ELECTS OFFICERS FOR '26

(Continued from Page 1)

Marketers' Association, was elected vice-president, and Paul E. Hadlick, Minneapolis, secretary of the Minnesota Petroleum Marketers' Association, was named secretary and treasurer.

Thirteen members of the board of directors of the association were elected, representing all sections of the country. Most of them were named to succeed themselves; they are F. C. Cramer, Denver, Col.; W. E. Scott, Willmar, Minn.; D. E. Little, Fort Worth, Tex.; L. D. Pierce, Providence, R. I.; Frank Francis, Hancock, Mich.; F. Wilbur Thornhill, Charleston, S. C.; R. J. Coughlin, Scooby, Mont.; L. F. Kuehnle, Dubuque, Ia.; L. Sherrill, Pensacola, Fla.; A. Muench, Carlinville, Ill.; H. F. Royster, Biloxi, Miss.; M. H. Senter, Chattanooga, Tenn., and H. F. Brownell, Sioux Falls, S. D.

Advertising in all its ramifications, particularly as relating to the oil and gasoline industry, occupied the attention of delegates during the afternoon session. A feature of the program was the present attention of the organization's complete advertising schedule for next year with stereopticon slides of the proposed advertisement in colors. The power and influence of advertising, both in daily newspapers and periodical publications was stressed.

The annual convention banquet and dance was given for the delegates Wednesday night in the ballroom of the Brown Hotel. Another highlight of the convention session was the appearance of the Oil Power News, the only itinerant newspaper in America. It is edited by J. J. McCarthy and published by the Indiana Refining Company. It carried all the convention news and the doings of the industry. It was gotten out on the presses of the Courier-Journal.

A resolution urging that the independent marketer and jobber base his gasoline on his own cost rather than follow the prices set by Standard was framed. The major part of Wednesday's session was taken up with the framing of resolutions, the election of officers, the outlining of the national advertising campaign which the independents will carry out in 1926, and the big banquet at the Brown Hotel.

L. V. Nicholas, Chicago, was re-elected president and was also voted a raise in salary by the board of directors. S. S. Cramer, Milwaukee, was re-elected first president; W. O. Hudson, New Orleans, was chosen second vice-president, and L. L. Correll, Lincoln, Neb., third vice-president.

Toledo Employment Better Than in 1924

Toledo, Nov. 21.—Employment in Toledo automotive plants has begun to narrow down in anticipation of the holiday inventory season and for the purpose of balancing production so there will be small stocks on hand at the end of the calendar year.

Report of fifty-one plants shows a decrease of 714 employees during the week. There are now employed in those plants 27,411, as compared with 17,775 a year ago.

Willis Overland has begun to prepare for inventory and some of the other subsidiary parts manufacturers here have also reduced production schedules.

Dagmar Car to Be Widely Advertised

Hagerstown, Md., Nov. 21.—With a steady increase in both its motor car and taxicab production, the M. P. Moller Motor Car Company plans a nationwide advertising campaign to introduce Dagmars to all parts of the United States. E. N. Kleinbaum, the vice-president of the company and the new general manager, announced yesterday.

Dagmars, manufactured by one of the fifteen oldest automobile concerns in the country, are known at present only in the East, but, with the national campaign, Mr. Kleinbaum expects to put them in as many cities west of the Mississippi as have them now in the East.

The Moller Company is now putting out taxis and passenger cars at the rate of 2,500 a year, and judging by the present rate of increase, in the next three months this figure will be raised to 3,000. Five Astor taxicabs are shipped every day to New York, while Astor cabs of the same design, but different color and decoration, are being shipped to Miami, Fla., to Boston and to Chicago. The cabs are placed with the Moller Motor Sales Company in Chicago, and in the near future taxicabs manufactured in Hagerstown will appear for business on Hagerstown streets when a group of local taxi drivers send out the first fleet of Hagerstown Astors.

The new model Dagmar passenger car is now being designed and will be ready for the automobile show in New York in January, Mr. Kleinbaum says. The new Dagmar will be in two sizes, with a large wheel base of 138 inches. These will be custom built exclusively, while a straight eight, a cheaper car, will be made for the \$2,500 class in three models, five passenger sedan, sport victoria, roadster.

Record Breaking Freight Movement in Auto Belt

Special from A. D. N. Detroit Bureau

DETROIT, Nov. 21.—Record-breaking shipments from Detroit, Flint and Lansing territory are reported for the second week in November by the Pere Marquette Railway.

Increase in forwarding business is 90 per cent. better and inbound is 10 per cent. better than for the corresponding week in 1924.

Flint is maintaining its stride in motor production and raw materials are coming in freely. Detroit shows good increase in both inbound and outbound shipments, and conditions at Lansing are also relatively good. The prosperity of the motor industry is being reflected in every other industry. Manufacturers generally are laying in heavy stocks of materials.

At Grand Rapids, there is an 8 per cent. increase in outbound and a 5 per cent. lower inbound. Muskegon, Ludington and Hart showed exceptionally good volume; Ionia's outbound is well up. At Muskegon, all industries are going strong. The Shaw Electric Crane Company has been making heavy shipments, both on domestic and on export business; the Lake Foundry Company is contemplating the installation of additional furnace capacity.

At Saginaw, outbound is up 5 per cent. and inbound up 11. At Bay City the Michigan Chemical Company has been reorganized with Eastern capital, and will expand. It will add the manufacture of denatured alcohol to its activities, using considerable local beet sugar syrup and importing molasses from Cuba as well.

Toledo gateway movements are up approximately 14 per cent. Chicago traffic is up 5 per cent., with translake traffic 16 per cent. higher than a year ago. East-bound movement through Buffalo is 26 per cent. better, but west-bound movement is off 6 per cent. No hard coal is moving yet, but the loss in volume due to this fact is largely offset by movement of merchandise and miscellaneous commodities.

Buick Develops New Heat Control

Special from A. D. N. Detroit Bureau

DETROIT, Nov. 21.—Buick engineers claim to have developed an automatic heat control that heats the gas mixture in a cold engine and cuts off the heat while the car is running. This positive action prevents the evils of overheating and at the same time provides for overcoming the balky operation of a cold engine.

In operation, heat from the exhaust manifold is diverted around the carburetor, warming the mixture as it passes into the cylinder; this eliminates jerking during the early stages of cold engine operation. When the engine reaches a predetermined speed, the heat is automatically cut off, preventing the danger of pre-ignition.

A manual control is mounted on the Buick dash. In extremely cold weather, this should be in "heat on" position; the heat will then be cut off only after a fairly good rate of speed is attained. The "medium" or "heat off" positions cut off the heat at a lower rate of speed and are for use in country driving or in warm weather. Regardless of the position of the hand control, however, the heat is automatically regulated to assure proper engine performance.

GASOLINE SHORTAGE CURTAILS AUTO SALES

London, Nov. 21 (U. T. P. S.).—A film is being shown in Britain covering an automobile trip between England and Quetta, Baluchistan. The most striking feature centers round the difficulty of obtaining gasoline on various parts of the journey. The gasoline problem in many parts of the Near East is the main reason for small automobile sales.

WETMORE TELLS OF SALES PLAN

Worked Well on Pacific Coast, He Says; Talks On Salesmanship

By JOHN C. WETMORE

Los Angeles, Nov. 21.—Here's a California idea for the promotion of honest and efficient salesmanship which may suggest a trial of it by Eastern show-giving cities that may not have heard of it or at least so far tried it out. The scheme panned out so well at last November's exhibition that it will be repeated by the Los Angeles Motor Car Dealers' Association at its annual show next spring. It is an easy and simple one and was put over last year with the cooperation of the Better Business Bureau. It was worked by a committee of seven advertising men, who acted in secret as scouts at the show and made it their business to listen in on salesmen's talks to show visitors.

Show salesmen knew that they were under the surveillance of a secret jury, on whose reports the salesmanship prizes of watches, scarfpins, etc., were to be based. The committee's reports, however, were secret but read in open meetings with names mentioned and there was no concealment either of good or bad methods used or of statements made. Every salesman was on his guard and on his toes, too, since, for all he knew, his prospect might even be a scout or a "spy" might be listening to his line of talk.

Somewhat this reminds me of a criticism made to me by Theodore F. Merseles of the Western Wheel Works, who was regarded as the master sales director of the bicycle trade, of the bad salesmanship in evidence at the early New York automobile shows. Merseles had then become the head of the National Cloak Company and is now the highest executive official—president, I think—of Montgomery Ward.

"I have been much interested, John," he said, "listening to the talks of the salesmen to visitors at their booths. Let me tell you, the salesmanship displayed by them was rotten. Almost universally their chief and almost only selling argument was that their make did not have the weaknesses and faults of one or the other or all of their rivals. The visitor making the rounds of the exhibits must have carried away with him the impression that automobiles, at present at least, were so full of defects making for heavy expenses in upkeep as to make them risky purchases.

"At this stage of the game there should be no difficulties or objections suggested in the purchase and ownership of an automobile. It is rather a time for salesmen to confine themselves to a blue skyline of argument, in which the wonderful speed, time-saving and transport conveniences of a motor car should be enlarged upon. The gracefulness of its lines, the beauty of its finish and the softness and elegance of its upholstery should be pointed out rather than suggesting constructive weaknesses, which American makers will soon remedy."

There is, it strikes me, still a lesson in salesmanship in what Merseles thus pointed out twenty years ago.

Nov. Sales of New Cars Maintaining High Level

BOSTON, Nov. 21 (U. T. P. S.).—November continues to be an unexpectedly good month for the sale of new motor cars. Every dealer, agent and distributor in Boston and vicinity is reporting good business—better than November in the past.

Unusually fine morning weather prevails and has undoubtedly had its share to do with keeping business good although industrial conditions and the heavy advertising campaigns of the manufacturers through this territory explain the bulk of the sales.

The Ford plan of \$100 is taking on especially the new suggestions in connection with this offered by many dealers. This is the payment of \$5 for twenty weeks or \$10 for ten weeks after which delivery will be made.

Hudson-Essex

Hudson-Essex under the stimulus of heavy advertising and the attractive price reduction continues to boom along as leader in sales excepting only Fords.

Chevrolet

Chevrolet is a close runner-up on the leader and salesmen for the Chevrolet report that their car is finding much favor with women.

Dodge, Buick

Dodge and Buick continue along at a steady and satisfactory pace. The Henshaw Motor Company, Boston Dodge Brothers dealers, put on a display last week of the new business sedan models.

Willis-Knight-Overland

Sales of Willis-Knight and Willis-Overland factories product have been so satisfactory in New England that within the week The Commonwealth Overland Company has opened on Motor Row as associate dealer in these cars.

Star

Another make of car to show new models within the past few days is the Star. Three models including coach, coupe and coupster on the new Star Six chassis are on display at the Durant Motors Inc., and have attracted the public attention in a manner considered extremely favorable by the company.

No Slackening in Demand in N. C.

Charlotte, N. C., Nov. 21.—Motor car distributors and dealers in this territory report that the demand for new automobiles is not yet showing signs of a seasonal slackening, and numerous concerns are unable to obtain sufficient cars to fill orders on hand.

The demand is somewhat puzzling to some of the leading distributors, it was explained, for a sharp falling off in sales ordinarily is experienced at this season. Adding to the complications of the situation is the fact that the demand continues in the face of a continued sharp curtailment in the tremendously important textile manufacturing industry, which has resulted, because of a shortage of hydro-electric power, in throwing thousands of employees out of work from two to three days per week for several months.

A rather high percentage of the sales now being made are for cash, according to reports of the dealers. Credit conditions are excellent generally over the territory of North Carolina, and generally fair in South Carolina, where conditions are somewhat spotty on account of crop conditions of the past summer.

The following tabloid reports from representative lines indicate in a more specific manner just how prosperous the automotive trade of this section is at the present time.

Chrysler

Hoppe Motors Company of Charlotte—The demand for new cars is heavy all over our territory. Only in a few isolated spots is there a slow demand, and this is

Japan Calling for American Motor Cars

Seattle, Wash., Nov. 21.—The O. S. K. Arabia Maru, clearing from Puget Sound ports for Japan last week, had in her cargo twenty-five Buicks consigned to Tokio, Yokohama, Kobe, Osaka and other cities. The Buicks came direct from the factory for shipment to the Japanese distributor.

Every liner that clears from Puget Sound for Japan carries from a dozen to fifty leading makes of American automobiles.

due to conditions in the cotton manufacturing industry.

Hudson-Essex

B. D. Heath Motor Company of Charlotte—The Hudson-Essex line is in great demand, and we are steadily moving all the cars we can get.

Buick

C. C. Coddington, Inc., of Charlotte—It will be the first of the new year at least before we are able to bring our list of orders for Buick cars down to the point where we can make immediate delivery. Our deliveries are large, but the wave of buying which started late in the summer does not appear to be subsiding at this time, even though the cold, rainy months of the winter ordinarily cause a sharp slump.

Locomobile

Locomobile Company of Western North Carolina of Charlotte—Our sales in this territory are fine. In the past thirty days we have sold twenty carloads of Locomobiles and the demand is holding steady.

Dodge

Charles E. Lambeth Motor Company—Business is fine, in fact, much better than we expected. New cars are moving fast, the used car problem now is to get enough of them to provide a stock, and the calls for delivery trucks are far greater than usually is the case at this season of the year.

Reo

Wadsworth-Sehorn Company—Our volume of sales is entirely satisfactory. We find conditions generally good, and deliveries are continuing relatively high, despite the season.

Bad Weather Checks Sales in Beaver, Pa.

Beaver, Pa., Nov. 21.—Sales of new cars were somewhat retarded this week due to inclement weather. However, sales for the month show a favorable gain over the same period last year. Sales were about 90 per cent. closed models.

Oakland

Oakland sales, which received a big spurt due to new models, showed a falling off last week according to C. A. Klein, manager of the Brighton Motor Sales Company, dealers for this district. Used car sales have been fair.

Dodge

Sales of Dodge cars have shown a gain over the same period last year, but inclement weather has been a retarding influence. Wagner & Kribbs of Beaver Falls and the Beaver Valley Motors of Rochester, Dodge dealers, have been able to keep their used-car problem in good shape by the open air used-car sales plan.

Ford

Ford sales have been very satisfactory, according to W. A. Wells of the Wells Motor Company of Rochester, this past week being very good in spite of inclement weather.

APPOINT GRANT TO STAFF OF CONTACT EXECUTIVES

Special from A. D. N. Detroit Bureau
Detroit, Nov. 21.—H. T. Ewald, president of Campbell-Ewald Company, announced the appointment of Paul Grant as a member of the Detroit staff of contact executives. Grant specialized in handling mail order accounts with Ruthrauff & Ryan, Chicago, for seven years and for two years was with the New York offices of Mc-recommendations of the specializing in technical accounts. His first advertising experience was obtained with Fred Sart, Chicago.

STAR AND DURANT SALES HIGH ON PACIFIC COAST

Seattle, Wash., Nov. 21.—H. W. Curtis, director of sales for the Durant Motor Company of California, stated in an address here before a gathering of more than twenty-five Northwest dealers and distributors of Star and Durant automobiles that sales have increased from 150 per cent. to 500 per cent. in numerous cities of the Pacific Coast states.

WABASH VALLEY COMPANY ENTERTAINS SALES FORCE

Evansville, Ind., Nov. 21.—The Wabash Valley Motor Company, Hudson-Essex distributor for the tri-state territory, was host to twenty-two salesmen and department heads comprising its sales staff, and those of the Evansville Auto Exchange and the North Side Hudson-Essex Company, metropolitan retail dealer, at a banquet at the Shrine clubhouse, Friday night. The program consisted of entertainment features and sales service talks by department heads.

SALESROOMS REMODELED

Pasadena, Cal., Nov. 21.—The salesrooms occupied by Jesse N. Russell, Gardner motor car dealer, have been completely remodeled.

Dealers Junking Worn-Out Cars to Clear Market

TOPEKA, Kan., Nov. 21.—More stability in the used car market than ever before in the history of the auto business in Topeka, is reported by the dealers. The demand for used cars is steady and almost 100 per cent. turnover at prices that make money for the dealers is reported.

One of the main factors in the maintenance of good used car demand is the readiness with which dealers are now junking old and worn out cars. Formerly these were held and helped to "clutter" the market. They are now being disposed of rapidly. Many dealers are even refusing to take in certain "off market" models on new car sales.

Dodge

"There are certain customers who will never be anything but buyers of used cars," said W. H. Imes of the Imes Motor Car Company, Dodge dealers in Topeka, Salina and Manhattan. "These buyers know cars when they see them and no amount of dolling up will make cheap cars move."

Used Car Sales Break Records in Salem, Ore.

Salem, Ore., Nov. 21.—Continued record-making sales in used car are noted in this district. Closed cars are moving much more easily than the open models. Prices have maintained a high standard despite the general reduction in new machines.

Seven used machines were sold in nine days by Bert Tompkins of the Salem branch of the Burdette-Albee Motor Company, a Portland corporation.

Fred J. Powell Motor Cars, Packard, Hudson-Essex dealers, reports a steady demand for used cars of all models, with quick turnover.

The Used Car Corner also reports rapid clearance of most makes of

machines. Small cars are much in demand with closed models commanding a relatively higher price.

Used Cars Problem With Minn. Dealers

Minneapolis, Nov. 21.—With used car sales not very numerous and little prospect of a stimulated market before spring, concerns in this territory which deal in used jobs are concentrating study on ways and means of solving the used car situation and clearing their floors.

One step in this direction is the general tendency of dealers in used cars to advertise the usability of used jobs.

One fundamental step which must be taken to provide for fair turnovers and at least cost return on used cars taken in on trade is advanced by H. L. Schaefer, sales manager of the retail department of the Twin City Motor Car Company, dealer in Hudson-Essex. "We must buy or trade in used cars at lower figures to make it possible to get cost or more out of the used machines," he declares.

"You take in a used car and in a few days have a machine with probably three flat or flattening tires and a run-down battery. The cost of reconditioning adds up and by the time the used job is disposed of the dealer must fight to get cost or better, and solution is to force the price down at the outset, no matter how difficult it may appear to be."

for Economical Transportation



Color has always been a mark of distinction in motor cars.

Beautiful colors in lasting Duco finish add a great attractiveness to Chevrolet that helps wonderfully in breaking sales records.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring\$525

Coupe\$675

Commercial Chassis\$425

Roadster 525

Coach695

Sedan 775

Express Truck Chassis... 550

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
25 City Hall Place, New York, N. Y.
DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING, EMPIRE 3500

Application for entry as second-class matter is pending at Post Office, New York, N. Y.
O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington,
Treasurer; Alexander Johnston, Secretary.

MONDAY, NOVEMBER 23, 1925

Advertising Headquarters—1926 Broadway, New York, N. Y.
Harry A. Tarantous, Advertising Manager, George M. Slocum, Manager Detroit
Bureau, General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager,
168 North Michigan Ave., Chicago, Ill. Metz B. Hayes, New England Manager, Little
Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank
Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry
Building, Seattle, Wash.
Address ALL advertising cuts, copy and correspondence for New York office to
1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.
Telephone, Franklin 3900.
Alexander Johnston, Editor; Don Wallace Robinson, Managing Editor; Walter
Boynton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C.
Wetmore, Clyde Jennings.

SUBSCRIPTION RATES
United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.
Single copies, 10 cents.
Foreign subscriptions: One year, \$15.00. Six months, \$7.50.
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Fair Weather

JUST what are the next six months going to bring to American business? A question of import to all business men and particularly so to members of the automotive industry. A few days ago Edward S. Jordan asked this question and then answered it for the benefit of his distributors and dealers. Mr. Jordan's reasons for seeing prosperity ahead are so cogent that we pass them on to readers of The Automotive Daily News.

"Christmas business," says Mr. Jordan, "will reveal that we are at the height of the greatest period of prosperity in the history of this country."

"Sales of high priced merchandise in department stores exceed all previous records."

"United States Steel selling close to 140 with the possibility of increased income for stockholders reveals a highly prosperous condition for at least a year to come in that great fundamental industry."

"Car loading on the railroads, with the possibility of increased pay for railroad employees, is the most significant fact in the business of transportation. If they raise the wages of railroad men look out for the biggest year this country ever had."

"Prices of commodities will go up, but business men are not overstocking. They are still buying pretty much from hand to mouth. They were pretty badly burned in 1921 and have not forgotten it."

"Automobile production will reach its highest peak in the spring of 1926, but manufacturers are intelligent enough not to overproduce."

"Stocks of automobiles throughout the country are lower today, proportionate to demand, than ever before, and the second-hand market is most satisfactory."

"And perhaps most important: There is a growing conviction throughout the United States that Coolidge is a pretty good man to have in Washington and that conviction is likely to materialize in his re-election in 1928. At least it will be discounted by all business men in the interval."

"The Coolidge policy of lowering taxes will create a most favorable business situation and with the Federal Reserve, that most admirable institution, regulating supply of and rates for money, business is likely to go at top speed at least for six months and probably for eighteen months."

To Mr. Jordan's reasons for seeing fair weather ahead, The Automotive Daily News would add another. Since the end of the war there never has been a time when international relations looked so favorable as they do at the present moment. The past few weeks have done much to lessen the animosities that remained as the principal effect of the great war. There is every reason to hope that all the embroiled nations are now ready to go back wholeheartedly to work. Until now they have been working with one hand and clutching a gun in the other. The real work of reconstruction is about to begin. Transportation is going to play a large part in the period of hard work ahead, and that means new markets for American motor vehicles.

Couple a magnificent internal business condition with an improving foreign situation and you have unmistakable fair weather signals for American business men to read.

President Coolidge said recently: "The utmost ingenuity on the part of the police powers will be substantially wasted in an effort to enforce the law if there does not exist a strong and vigorous determination on the part of the people to observe the law."

Legislators tempted to emit a flood of more or less foolish traffic laws, PLEASE NOTE.

AT THE DETROIT BUS SHOW LAST WEEK—

By Kessler



The Observer

Way out West in Wyoming highway people are wide awake.

The Easterner is in danger of thinking that Michigan Boulevard and Fifth Avenue represent all that one needs to know about America.

But from the West come many of the progressive ideas.

Wyoming has been doing a good job in highway research.

It has taken a census of its highways, which has developed some very interesting results.

Comparing the survey this year with last year on Wyoming roads, the survey has found a 6 per cent. increase in total car traffic, though there was a decrease in the number of cars used by Wyoming citizens.

Those roads traversing Wyoming at the Pacific coast serve a very heavy percentage of visiting cars.

At one of the major points, for instance, the traffic for five weeks was 1,596 Wyoming cars, as compared with 1,279 foreign.

At another point it was 1,259 local, as compared with 1,349 foreign.

At points between cities, the proportion of visiting vehicles was much less.

One point that this emphasizes is that Federal aid is essential to a nation-wide program because it is unfair to ask the sparsely populated states to support highway systems of a size which would not be needed for purely local travel.

Another significant thing about the survey is that a state with as limited a population as Wyoming should have the energy to find out just exactly what its situation is.

California was a pioneer in studying the traffic which traversed its highways.

Connecticut was among the early states to make such a survey.

Pennsylvania, Ohio and Maine have done something along this line.

There are still many states where the highway authorities have not gathered facts in respect to how the highways are being used.

This is a matter which every dealer can profitably take up with his state authorities.

OCTOBER GAS TAX IN NEBRASKA TAKES DROP

Lincoln, Neb., Nov. 21.—State gasoline tax collections for October were \$32,000 below September because of inclement weather, the Gas Tax Bureau announced yesterday. Reports on 2 cents a gallon state tax from 423 dealers received totaled \$24,380.

Indemnity Bill Is Up in Washington

Olympia, Wash., Nov. 21.—A bill providing that at the time of making application for motor vehicle license the applicant shall pay a premium into a state fund for the indemnity of persons injured in automobile accidents has been introduced at the special session of the state Legislature now in progress. This premium would be: Motorcycles, \$5; passenger automobiles, \$10; trucks and trailers, \$15; stages, \$25. Injured persons could elect to come under the act or bring action against the motor vehicle owner. The minimum indemnity for death would be \$1,000 and the maximum \$4,000. A similar bill appeared at the last session of Legislature, but was not acted upon.

PONTIAC ENTERTAINERS PLEASE RADIO FANS

Special from A. D. N. Detroit Bureau
Detroit, Nov. 21.—Two initial broadcastings from Pontiac, Mich., have served to introduce two new characters to the radio audience—Good Will Oakland and Harmonic Balancer. These are two entertainers who sing and play, and they have evidently made a pleasing impression. Numerous letters have been received by the Richards-Oakland Company here, testifying to the enjoyment of listeners in hearing individuals rather than groups. The broadcasting is to be continued every Monday and Wednesday evening.

Durant Motors, Inc., Names New Dealers

New York, Nov. 21.—The following automobile merchants have recently taken over the sale of Star and Durant products, according to announcement by Durant Motors, Inc.:

Alabama—J. J. Jordan, Birmingham.
Arizona—Pima Motor Company, Tucson.
California—Joseph Francis, Sonoma; A. W. Goble, Fortuna; Robertson Bros., Guerneville; I. F. Mariar, Redkey; Paul Gerdes, Tehachapi; P. B. Lewis, Los Banos; Olson's Garage, Ferndale.
Georgia—Russell-Neves Motor Company, Cuthbert; J. J. Brown Motor Company, Manchester.
Illinois—Lacoe Auto Service, Broad and 5th Sts., Lacon; T. Frank Newell, Charleston.
Indiana—Sam Wagner, 3845 Broadway, Gary.
Iowa—Humboldt Star Company, Humboldt.
Kansas—F. C. Oehler, Cherryvale.
Massachusetts—Norfolk Motor Sales, Norfolk.
Missouri—Oran Motor Company, Oran.
Montana—E. C. Owen, Miles City.
North Dakota—J. W. Ackerman Company, Wishek.
South Carolina—Broadwell Motor Company, Bishopville; Broadwell Lumber Company, Lamar; Crutchfield Motor Company, Ellerbe.
South Dakota—Chamberlain Auto and Supply Company, Chamberlain.
Tennessee—G. W. Greer Motor Company, Maryville.
Texas—Elite Garage, Rochester; Morton's Garage, Gooch; Kendrick Garage, Benjamin; Philip Inman & Co., Arthur.
West Virginia—Lauck Motor and Sales Corporation, Wellsburg.

AMERICAN MOTORCYCLES PROVE POPULAR ABROAD

Washington, Nov. 21.—The importance of foreign trade to the American motorcycle industry is shown in the fact that this country during the five years, 1920 to 1924 inclusive, produced a total of 196,885 motorcycles, of which 103,570 or about 53 per cent. were exported, says the automotive division of the Department of Commerce.

Coming Automotive Events

NOVEMBER

- 24 —San Francisco, Cal. Society of Automotive Engineers, meeting of Northern California section.
- 26 —Los Angeles, Cal. A. A. A. 250-mile race.
- 26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.

DECEMBER

- 1-3—Pernambuco, Brazil. Good Roads Conference.
- 9-17—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
- 15-16—Brussels, Belgium. Annual Automobile Show.
- 7-20—Buenos Aires, Argentina. Eighth annual Argentina Auto Show.

JANUARY

- Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
- Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.
- 16-23—Philadelphia, Pa. Philadelphia Automobile Show.
- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—Chicago. American Road Builders' Association Annual Convention.
- 11-16—New York City. National Automobile Show.
- 14—New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
- 16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 22-23—Buffalo, N. Y. Twenty-fourth annual automobile show.
- 18-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
- 19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
- 20-22—Detroit. National Society Automotive Engineers.
- 21-22—Detroit. Michigan Independent Oil Men's Association.
- 23-30—Cleveland, Ohio. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 23-30—Brooklyn, N. Y. Fifteenth annual automobile show.
- 26—American Road Builders' Association. Good Roads Week.
- 26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
- 27—Detroit. Michigan Highway Association.
- 27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 27—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
- 30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.
- 30-Feb. 6—Washington, D. C. Automobile Show.
- 30-Feb. 6—San Francisco. Tenth annual Pacific Automobile Show.
- 30-Feb. 6—Chicago, Ill. Eleventh Annual Automobile Salon, Hotel Drake.

FEBRUARY

- 1-6—Chicago. Chicago National Show.

Auto Manufacturers Deny Overstocking

SEE NO EXCESS OF CARS AS END OF YEAR NEARS

Curtailed Production to Prevent Any Undue Accumulation

BOSTON, Nov. 21.—Wide-spread comment has been aroused by the statement of Col. Leonard P. Ayres, vice-president of the Cleveland Trust Company, that the volume of unsold cars in the automobile industry would at the end of the year reach 500,000. The Boston News Bureau has obtained from some of the leading producing companies the following interpretation of the facts:—

General Motors Corporation
"Our opinion is that Mr. Ayres' statement is quite in line with what will probably take place."

"We may say, however, that we have no knowledge of the stock in the hands of dealers of any competitive manufacturers. We do know what the production of our competitors is, but we do not know the sales to consumers, for the reason that outside of General Motors no manufacturer publishes such records. We do know, however, what our forecast dealers' stocks will be at the end of December. We know also that those stocks as now forecast will be perfectly reasonable and in line with the current business trend. We know further that if the trend changes, production schedules will be reduced to equalize the changed situation, or, in other words, we know that irrespective of what may happen between now and the end of December stocks on hand of General Motors dealers will not be excessive."

Dodge Brothers, Inc.

"Total cars in dealers' hands on November 17 were approximately the same as last year. Considering the increased sales volume this year, dealers' stocks are relatively lower."

Willys-Overland

"In our judgment, the industry has begun to overrun its market, and accordingly we have given orders to cut down all plant operations on new cars to a schedule of four days a week; parts production for inventory and replacements, naturally, will be continued in accordance with current demand. The reduced scale will remain in force until such time as the demand for cars begins to expand. We understand some manufacturers are stocking cars, but we are not."

Studebaker Corporation

"Studebaker production for November will be 10,000 cars, and for December 6,000 cars. We will close for inventory last half of December. Without exception, all manufacturers maintaining anywhere near capacity production schedules are stocking dealers and warehousing cars for spring delivery. Our belief is that these manufacturers will shortly curtail production to accord with the normal decline with winter's business; unless they do, there will be an excessive stock of cars next spring."

Nash Motors Company

"With reference to Nash cars accumulating in the hands of our dealers, will say that they are not. We observed, about the first of this month, that cars were not moving as readily as they had been, and we immediately cut our production to meet the situation, with the result that the cars that were in the hands of our dealers today are many less than they were the first day of November."

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE									
Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Net	Change
20 1/2	13	10	...	Advance Rumely	100	17	17	17	+
15 1/2	10	7	...	Ajax Rubber	700	11	10 1/2	10 1/2	+
9 1/2	7 1/2	6	...	Allis-Chalmers	900	90	89	89	+
24 1/2	28 1/2	1	...	Am. Bosch Magneto	800	29 1/2	29 1/2	29 1/2	+
20 1/2	11 1/2	1	...	Am. La. France	2,500	15 1/2	15 1/2	15 1/2	+
44 1/2	27	1.50	...	Brisco Motor Co.	2,700	20 1/2	20 1/2	20 1/2	+
52 1/2	27 1/2	3	...	Chandler Motor	2,600	43 1/2	41 1/2	41 1/2	+
25 1/2	108 1/2	8	...	Chrysler Corp.	19,900	203 1/2	195	195	+
111 1/2	100 1/2	8	...	Chrysler Corp. pf.	3,000	108 1/2	107 1/2	107 1/2	+
15 1/2	8 1/2	30	...	Continental Motors	5,000	11 1/2	11 1/2	11 1/2	+
48 1/2	21 1/2	7	...	Dodge Bros. A.	9,500	39 1/2	38 1/2	38 1/2	+
91 1/2	73 1/2	7	...	Dodge Bros. pf.	1,500	88 1/2	85 1/2	85 1/2	+
23 1/2	10 1/2	2	...	Eaton Axle & Spring	2,100	26 1/2	25 1/2	25 1/2	+
77	60 1/2	4	...	Electric Stor. Battery	2,000	75 1/2	74 1/2	74 1/2	+
26 1/2	8	Emerson-Brant pf.	100	20 1/2	20 1/2	20 1/2	+
125	60 1/2	6	...	Fisher Body	1,800	102	99 1/2	99 1/2	+
28 1/2	10 1/2	Flak Rubber	9,700	25 1/2	25	25	+
116 1/2	75 1/2	7	...	Flak Rubber 1st pf.	2,400	115 1/2	112	112	+
39 1/2	28 1/2	2.50	...	Gabriel Snubber	4,700	39 1/2	39 1/2	39 1/2	+
16 1/2	4 1/2	Gardner Motor	1,500	7 1/2	7 1/2	7 1/2	+
149 1/2	61 1/2	12	...	General Motors	80,700	128 1/2	126 1/2	126 1/2	+
114 1/2	102 1/2	7	...	General Motors 7s pf.	700	114 1/2	114	114	+
26 1/2	12 1/2	Glidden Co.	1,300	24 1/2	24	24	+
74 1/2	36 1/2	4	...	Goodrich Corp.	4,500	68 1/2	66 1/2	66 1/2	+
114 1/2	86 1/2	7	...	Goodyear T. & R. pf.	300	107 1/2	106 1/2	106 1/2	+
108 1/2	193	8	...	Hayes Wheel	1,700	45 1/2	45	45 1/2	+
49 1/2	30	2.50b	...	Hudson Motor Car	50,900	102 1/2	94	94	+
129 1/2	33 1/2	3	...	Hupp Motor Car	9,600	25 1/2	25 1/2	25 1/2	+
31	14 1/2	1	...	Indian Motorcycle	200	22 1/2	21 1/2	21 1/2	+
11	12 1/2	50	...	Jordan Motor Car	2,500	46 1/2	45 1/2	45 1/2	+
65	35 1/2	3	...	Kelly-Springfield	700	16 1/2	15 1/2	15 1/2	+
72	42 1/2	Kelly-Springfield 6s pf.	200	66 1/2	66 1/2	66 1/2	+
114 1/2	87	6	...	Kelsey Wheel	400	107 1/2	105 1/2	105 1/2	+
19 1/2	11 1/2	Keystone T. & R.	700	2 1/2	2	2	+
94 1/2	117 1/2	Lee Rubber & Tire	200	14 1/2	14 1/2	14 1/2	+
113	104 1/2	7	...	Mack Trucks 1st pf.	7,700	222 1/2	218	218	+
42	22 1/2	Mack Trucks 2nd pf.	190	110 1/2	110 1/2	110 1/2	+
44 1/2	40	3.60	...	Moore Motors	2,500	34 1/2	33 1/2	33 1/2	+
35	18 1/2	2	...	Motometer A	2,400	41 1/2	40 1/2	40 1/2	+
42 1/2	21 1/2	Motor Wheel Corp.	1,600	21 1/2	20 1/2	20 1/2	+
48 1/2	193 1/2	18b	...	Murray Body	4,300	22 1/2	21 1/2	21 1/2	+
107	103 1/2	7	...	Nash Motors	100	42 1/2	42 1/2	42 1/2	+
48 1/2	15	2	...	Nash Motors pf.	200	105 1/2	105 1/2	105 1/2	+
33	17 1/2	1.40	...	Packard Motor Car	7,200	39 1/2	38 1/2	38 1/2	+
47 1/2	10 1/2	Paige-Detroit Motor	3,400	26 1/2	25 1/2	25 1/2	+
100	42	Pierce-Arrow	9,200	34 1/2	31 1/2	31 1/2	+
18	4 1/2	Pierce-Arrow pf.	500	89 1/2	88	88	+
26 1/2	12 1/2	Reynolds Springs	700	13 1/2	12 1/2	12 1/2	+
84 1/2	56	6b	...	Speer Mfg. Co.	1,600	58 1/2	57 1/2	57 1/2	+
89 1/2	61	6	...	Stewart-Warner Speed	1,300	77 1/2	76 1/2	76 1/2	+
68 1/2	41 1/2	4b	...	Stromberg Carburetor	100	78	78	78	+
69 1/2	37 1/2	4b	...	Studebaker Co.	8,800	56 1/2	56	56 1/2	+
97 1/2	37 1/2	4b	...	Timken Roller Bear.	1,200	55 1/2	54 1/2	54 1/2	+
108 1/2	92 1/2	8	...	U. S. Rubber 1st pf.	24,500	92 1/2	90 1/2	90 1/2	+
104 1/2	57 1/2	4	...	U. S. Rubber 2nd pf.	1,000	108	108	108	+
34 1/2	9 1/2	White Motors	38,500	85	80 1/2	80 1/2	+
119 1/2	72 1/2	7	...	Willys-Overland	17,600	28 1/2	27 1/2	27 1/2	+
48 1/2	22 1/2	Willys-Overland pf.	1,100	119 1/2	117 1/2	117 1/2	+
...	Yellow C. & T. B.	5,300	29	27	27 1/2	+

NEW YORK CURB MARKET

Sales	High	Low	Last	Sales	High	Low	Last
500 Auburn Auto	50 1/2	50	50	500 Federal M. Truck	39	38	39
25 Balaban	68	68	68	600 Motor Wheel	31	30 1/2	31
1400 Bendix Corp.	33	32 1/2	32 1/2	2230 Packard	39 1/2	38 1/2	39 1/2
100 Cont. Motor	11 1/2	11 1/2	11 1/2	1250 Paige	26 1/2	25 1/2	26 1/2
400 Hupp Motor	25 1/2	25 1/2	25 1/2	2900 Reo Motor	25 1/2	24 1/2	25 1/2
500 Reo Motor	25 1/2	25 1/2	25 1/2				
700 Stewart-Warner	77 1/2	76 1/2	76 1/2				
1200 Yel. T. & C. B.	29	28	28				
25 Yel. T. & C. pf.	95	95	95				
1700 Yellow Taxi	59 1/2	49 1/2	50				

(The above table shows Thursday's stock movement, complete.)

Current Commodity Prices

New York, Nov. 21.—On the basis of higher London cables and active bidding in the local market, crude rubber prices have gone to a new high level on the present movement. The steel market is decidedly firmer, full finished auto sheets having been advanced to 4.50 cents, with some producers asking as high as 4.60. The gasoline market is unchanged, except for an increase of 1 cent a gallon by the Standard Oil Company of Bonisiana.

STEEL PRODUCTS			
Semi-Finished—Gross Tons			
Billets, re-rolling
Billets, forging
Steel bars (hot rolled)
Plates (hot rolled)
Blue annealed sheets
Black sheets
Auto body
Blanks
Cold rolled strip
Hot rolled strip
Pig iron, basic
Valleys
Eastern Pennsylvania
IRON AND STEEL SCRAP			
(Buying prices, f. o. b. New York)			
Heavy melting steel
Machine shop turnings
Cast iron borings
No 1 cast scrap
MILL PRODUCTS			
Base prices, cents per pound, f. o. b. mill			
High brass sheets
Copper, in rolls
Zinc, spot, New York
Lead, spot, New York
Aluminum, virgin
SEAMLESS TUBING			
High brass			
Copper
RODS			
High brass (round % to 2 1/2 in.)			
Copper, rods, round
OLD METALS			
Following are dealers' buying and selling prices for large quantities, f. o. b. cars, New York			
Heavy machinery com
New brass clippings
Auto radiators
Brass, heavy
Brass, light
RUBBER MARKET			
Plantations—Bid. Asked			
First latex crepe, spot

Yellow and Checker Merge in Frisco

San Francisco, Nov. 21.—The Yellow Cab and Checker Taxicab Companies of San Francisco have merged. A new corporation will be chartered in Delaware with 400,000 shares of \$10 par stock. The Yellow Company some time ago absorbed Black and White, and Checker this year absorbed five small companies. The merged companies start with 350 cabs and will increase the number.

Chicago, Nov. 21.—The Chicago Yellow Cab Company is in now way involved in the merger of Yellow Cab and Checker Taxicab in San Francisco.

Terms in Fageol Merger Revealed

San Francisco, Nov. 21.—According to information obtained in well informed quarters, the American Car and Foundry Company's terms in the deal with Fageol Motors Company call for the organization of the Fageol Hall Scott Company with 100,000 shares of \$100 preferred and 300,000 shares of no par common, with an estimated market value of \$50 a share.

Fageol stockholders are offered one share of new common for five shares of present \$10 par common and one share preferred for twenty-five common. Present preferred stockholders are offered one new share preferred for ten held.

New preferred stock is to be callable at 110. Allowance to common of about \$4 a share is to be made for present surplus, making common exchange basis about \$14 a share.

Hudson and Norwalk Tire Vote Dividends

New York, Nov. 21.—The Hudson Motor Car Company has declared the regular quarterly dividend of 75 cents, payable January 2 to stock of record December 15. The Norwalk Tire and Rubber Company has declared the regular quarterly dividends of 40 cents on the common and 1 1/2 per cent. on the preferred, both payable January 1 to stock of record Dec. 10.

REO YEAR'S NET IS \$5,422,182

Compares With \$3,412,041 Earned in Previous 12 Months

DETROIT, Nov. 21.—The report of the Reo Motor Car Company for the fiscal year ended August 31, 1925, shows net profit of \$5,422,182 after depreciation and Federal taxes, equivalent to \$2.71 a share (par \$10) earned on 2,000,000 shares of stock. This compares with \$3,412,041, or \$2.27 a share, on 1,500,000 shares, in previous year.

The consolidated balance sheet, as of August 31, 1925, compares as follows:—

ASSETS		
	1925	1924
Property account	\$7,189,376	\$7,178,151
Cash	7,906,236	4,661,737
Sight drafts	772,822	452,073
Receivables	5,079,935	4,515,857
Inventories	5,571,503	9,655,754
Investments	124,421	256,101
Deferred charges	205,052	220,902
Total	\$30,849,477	\$26,841,576
LIABILITIES		
Capital stock	\$20,000,000	\$16,000,000
Notes and accounts payable	2,360,610	1,639,095
Accrued payrolls	134,575	67,095
Federal taxes, etc.	1,210,500	892,749
Miscellaneous payables	96,705	89,478
Deferred credits	111,584	102,208
Surplus	6,935,593	8,990,144
Total	\$30,849,477	\$26,841,576

*Par value \$10.

Sloan Tells G. M. Plans for Vauxhall

New York, Nov. 21.—Alfred P. Sloan, Jr., president of General Motors Corporation, has confirmed the fact that the deal with Vauxhall Motors, Ltd., of Luton, England, has been consummated. The board of directors has been increased from four members to seven, the additional three representing General Motors. "The Vauxhall Company will continue exactly as at present, under the same management, with no change whatsoever in general operating policies."

Each year USL gains important car equipment contracts. 1925 additions include:

AJAX
AUBURN
CHEVROLET (Partial)
DIANA
ELCAR
FAGEOL
GARFORD
GRAMM-KINCAID
LOCOMOBILE
MOON
PEERLESS 80

USL batteries have been exclusive equipment on the following cars for years:

DURANT
FLINT
GRAY
NASH SPECIAL SIX
OVERLAND
REPUBLIC
RICKENBACKER
ROAD KING
STAR
STEARNS-KNIGHT
STERLING KNIGHT
WILLYS-KNIGHT
AND MANY OTHERS

THE MAKERS OF 65% OF ALL CARS BEING BUILT USE USL BATTERIES EITHER EXCLUSIVELY OR AS PARTIAL EQUIPMENT.

U. S. LIGHT & HEAT CORP. Niagara Falls, N. Y.

USL Pacific Coast Factory USL Canadian Factory Australian Factory
Oakland, Calif. Niagara Falls, Ontario Sydney, N. S. W.

USL AUTO and RADIO Batteries

Bad Weather Retards Hardwood Production

ATLANTA, GA., Nov. 21 (U. T. P. S.).—Inclement weather has seriously retarded hardwood production at the mills in the Southeast, cutting ash, maple and elm, woods primarily used by the automobile and body trades, and as a result most of the present shipments are out of surplus stocks.

As these stocks are therefore becoming short, the price tendency in these woods is sharply upward, and the mills are looking for a number of advances the next month or so, as the rainy season is just setting in in the South, and there is, hence, no prospect of any early improvement in production.

Ash prices, in fact, have already advanced about \$5 per thousand, the present quotations in the Atlanta market for the 10, 12 and 16 by 4 inch dimensions showing a range of \$130 to \$160.

The Atlanta market, and other principal lumber markets of the Southeast, report no abatement as yet in the hardwood demand from the automotive trades, in spite of the lateness of the season. Business the last two or three weeks has materially bettered the totals for the corresponding period last year, and, from the present volume of inquiries reaching these markets, gives promise of continuing active well into the coming winter.

Automobile manufacturers are placing some large orders right now for their early 1926 requirements, which is further serving to swell the present demand for these woods.

SCORE IRREGULAR OIL PRACTICES

Jobbers Complaining Of Methods Used In Illinois

Chicago, Nov. 21.—Although irregular practices in oil marketing have practically disappeared lately in several states, oil jobbers in Illinois have had no relief from these practices. The situation in Illinois in this respect is now reported to be worse than in any other state in the Middle West.

The disorder in the marketing branch of the industry is not caused solely by open cuts in tank wagon and service station prices, dealers claim. This practice is a factor adding to the disturbance at some points, but the principal causes complained of include secret rebates, giving away premiums of various sorts to obtain customers and other "under cover" activity which results in something like demoralization in many places.

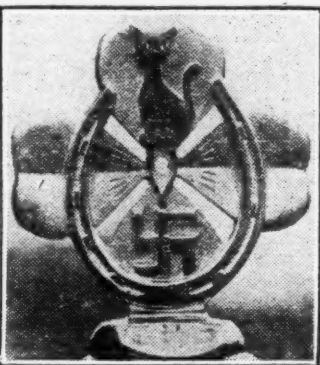
Although every city and town in Illinois is troubled with such practices, according to reports from jobbers, at a meeting of the Illinois Petroleum Marketers Association at Springfield last week no action toward correcting the situation was taken. The meeting was said to be the most nearly representative of the Illinois distributors of any yet held. Some fifty new members were added to the association at the meeting. It was decided to retain a paid secretary.

The oil-marketing situation in several other states in this territory is much improved.

Nebraska, which for a long time has been an area in which cutthroat competition flourished to an extreme degree, is now said to be more free from irregularities than any other state. Advancing of the gasoline price at Omaha last week was an indication that the last of the irregularities in the state was being overcome.

In many districts an unfriendly attitude between competitors has given way to a spirit of co-operation and friendship according to leaders in the trade.

NOVEL RADIATOR CAP has five lucky symbols combined in one charm, designed to insure good luck to the motorists. The combined lucky charms are the horseshoes, four-leaf clover, swastika, wishbone and black cat. It is the creation of J. Tillyer of Walsingham Road, Hove, England, who lost his legs in an air crash.



To Manufacture Demountable Rims

St. Louis, Nov. 21.—Thomas F. Carpenter, president of a St. Louis tire sales company, has just closed a contract with Charles R. Morse of Chicago for the manufacture of the demountable rims on which Carpenter was granted a patent June 9, 1925.

By terms of the contract Morse is to get a royalty on each rim he produces and Morse also contracts to reach within three years a minimum production of 60,000 rims per quarter.

Associated with Carpenter is Charles R. Scholkmiller of St. Louis.

SPECIAL CONTEST FOR SPEEDY MECHANICS

Richmond, Va., Nov. 21 (U. T. P. S.).—A unique contest is being staged by the Motor Parts Company in co-operation with the Russell Manufacturing Company of Middletown, Conn., the object being to discover the Ford mechanic who can change a set of Rusco removable transmission bands for Fords in the shortest time.

The contest is open to all Ford mechanics in town, regardless of where they are employed. A standard Ford transmission case will be used and each contestant's time will be recorded. The contest is free and each mechanic will be allowed as many trials as he desires.

Ford owners as well as mechanics are interested because of the time element involved.

ALLIANCE PEOPLE PREFER MOTOR BUSES TO TROLLEY

Alliance, O., Nov. 21.—Alliance people prefer the motor coach to trolley transportation, it has been shown.

According to passenger figures announced today by the Stark Electric Railway Company 35 per cent. more people rode the new buses the first six days they were in service than rode the trolley cars the last week the rail transportation was in effect.

The Stark Electric junked its two city lines and established seven motor coach routes, using twenty-one-passenger Yellow coaches. For the first six days of coach travel 25,993 persons were carried. During the last week of their existence trolley cars carried 19,180 passengers.

New Automotive Patents Announced

Special from A. D. N. Washington Bureau
WASHINGTON, Nov. 19.—Additional automotive patents have been announced as follows:—

Sterling W. Alderfer, Akron, O., disk wheel; Frederick W. Andrews, assignor to Elsmann Magneto Corporation, Brooklyn, magneto driving connection for gas engines; Walter W. Austin, Swisvale, Pa., draft gear; Myron Baker, Bridgeport, Conn., automobile hoist; Guy M. Ball, Dayton, O., intake manifold for internal combustion engines; William I. Ballentine, assignor to Advance-Rumely Company, LaPorte, Ind., trailer for tractors; Jahney H. Barnes, Eureka, Kan., gasoline gauge; John A. Barnes, assignor to Fowler Company, Inc., Dallas, Tex., blowout boot; Louis A. Bean, Denver, Col., double-focusing reflector and also automobile headlight; Thomas A. Beane, Poughkeepsie, N. Y., assignor to Beane's Rubber Company, Inc., New York city, tire flap; Charles W. Beck, assignor to the Beck-Frost Corporation, Detroit, Mich., steering wheel.

John R. Benton, assignor of one-third to E. W. Marsh, Ajo, Ariz., automatic brake control; Justus B. Bentz, New Rochelle, N. Y., power transmission mechanism; Joseph F. Bernhart, assignor to Tri-angel Automobile Spring Company, Pittsburgh, Pa., automobile spring construction; George Boehmer, Rockledge, Pa., automobile headlight; Willard C. Brinton, assignor to Terminal Engineering Company, Inc., New York city, motor-casing closure; Alfred E. Bunt, Toronto, Canada, automobile driver's seat; Jay Bushey, New York city, four-wheel brake for automobiles; Raymond Campbell, Dallas, Tex., advertising insert for motor-vehicle tail lights.

John W. Carnahan, Washington, D. C., assignor to Carnahan Industrial Engineering Corporation, Bridgeport, Conn., wheel-hub construction; Clarence M. Carson, assignor to The Goodyear Tire and Rubber Company, Akron, O., treating rubber; William L. Casper, Brooklyn, assignor to

Western Electric Company, Inc., New York city, transmission system; Floyd D. Cerf, assignor to Automobile Equipment Manufacturing Corporation, Chicago, automobile bumper; Rufus N. Chamberlain, Chicago, assignor to Gould Storage Battery Company, battery container; Angelo R. Clas, Toledo, O., assignor to the Toledo Automotive Products Company, window-regulating mechanism; Walter R. Clifford, Framingham, Mass., internal-combustion motor; Walter B. Clifford, Vivian, W. Va., lifting device for vehicle wheels; Allan J. Cline and T. I. Dekie, assignors to Cline Electric Manufacturing Company, Chicago, motor controller; John A. Cunningham, Bethlehem, Pa., automobile switch mounting.

Leopold Darimont, Brussels, Belgium, primary battery; Gregory C. Davison, New London, Conn., tractor; Harvey C. Dean, Brooklyn, transformer-dimming apparatus; Howard L. De Baugh, R. R. Meeks and J. E. Strayer, Baltimore, Md., assignors to the Superior Manufacturing Company, automobile curtain; Andrew R. De Rouville and J. G. Miller, Albany, N. Y., automobile locking device for Ford transmission; Edgar D. Dickinson, Beverly, and R. G. Standerwick, Marblehead, Mass., assignors to General Electric Company, valve mechanism; James F. Dodd, Delaware, O., indicator; Eames Donaldson, Buffalo, N. Y., assignor to the Bronzo Alumina Corporation, radiator cap; John F. Donnelly, Brockton, Mass., assignor to Pance Rubber Company, Chelsea, Mass., tap-splitting machine; Leslie L. Dutro, Long Beach, Cal., oil can; Leonard H. Dyer, New York city, internal combustion engine.

Thomas A. Edison, West Orange, N. J., storage battery; Carl F. Ehinger, Cleveland, O., adjustable radiator; Samuel Elliot, Manchester, Mass., combination wheel and non-slip "proof tire"; Forrest T. Ellis, assignor to General Motors Corporation, Detroit, crank-shaft turning device; Frederick K. Engel, Anaheim, Cal., headlight for automobiles; Victor Erickson, San Francisco, Cal., oil can; Herbert O. Ewing, Middleport, O., engine starter.

CUNO ENG. CORP. BUYS ITS FACTORY PLANT

Meriden, Conn., Nov. 21.—Increasing demand for the Cuno electric match and other Cuno products has made it necessary for the Cuno Engineering Corporation to purchase the large modern factory building in which it is now located, officials stated today.

The Cuno company started business in this building thirteen years ago, and has grown steadily year by year. It now occupies the two top floors and also uses the large warehouse for storage purposes. The addition of the lower floors will give a total floor space of over 40,000 square feet.

Shop Equipment

STEERING GEAR CLAMP



A new device to aid in towing disabled cars has been introduced by the Ernest Holmes Company, Chattanooga, Tenn. It is called the Holmes Universal Steering Gear Clamp and acts to hold the front wheels of a car rigid so they will not turn when being towed.

It consists of duplicate clamping members with V-shaped teeth arranged to grip the parallel rod and a circular portion for clamping the axle. It is clamped together with a five-eighths-inch bolt, held against rotation by a square head and fitted with a lever nut.

A compression spring forces the clamping jaws wide open when the nut is loosened. This spring also facilitates placing the clamp in position, requiring the use of only one hand.

Price, \$3.

R. L. JENKINS DIES IN RICHMOND, VA.

Richmond, Va., Nov. 21 (U. T. P. S.).—Robert L. Jenkins, associated with his brother, W. F. Jenkins, in the production of a flexible and movable automobile lamp, the creation of the Jenkins laboratory, died, after a brief illness, at the Retreat for the Sick, here, where he had been undergoing treatment.

Mr. Jenkins was an inventor, and was associated with his brother in several valuable patents, including the Jenkins underground trolley system, which is in operation in Washington, Philadelphia and other American cities and in London, England.

Service

By CLYDE JENNINGS

"Pay as you ride" has been the slogan with the car dealer for his salesroom for a long time.

But in his service department he has a sign, "All repairs are cash."

In other words, if you do not own a car, your credit is good, but if you own a car, you have no credit.

A lot of people buy cars on a small payment down, then take their own sweet time in paying for it by a process best known to installment buyers.

It often works out this way: By the time the car is paid for it has about run out its first useful life and is in line for a general overhauling.

Then the owner doesn't feel he can afford the cash outlay to have it repaired.

There is only one thing for him to do—that is, turn in this car and get a new one.

The uneconomic phase of this thing has impressed many organizations.

There is a movement toward installment payments on big repair jobs.

At least one finance company is handling this sort of paper.

It may be good business for the dealer.

Dealers complain that trading in cars that have run out their first useful life and on which the owner places a high value is not profitable.

The dealer, by financing an overhaul deal, can make a good profit on the repairs, keep the owner in a good humor and let him get another good mileage run out of the car and then trade it in on a new car at something like a decent figure—for the dealer.

Many an owner would go back to the dealer and have a real repair job done if he could get terms equal to his purchase terms.

HAWKEYE OIL MERGES WITH BLACK HAWK

Des Moines, Ia., Nov. 21 (U. T. P. S.).—The Hawkeye Oil Company has materially strengthened its position in Iowa, both in the standpoint of service stations and wholesale business, by consolidating with the Black Hawk Company. Executive headquarters of the new consolidation will be at the Hawkeye plant at East 6th and Raccoon streets, Des Moines, and A. G. Drake will be active manager.

AUTO PRODUCTS KEEPING TEXTILE INDUSTRY BUSY

COHOES, N. Y., Nov. 21.—It is very evident from an industrial survey of this territory that the manufacture of automobile products is making inroads on the textile industry and is coming to the fore as one of the principal industries of the district.

A score of industrial plants are now turning out automobile products of various kinds and from reports received similar conditions will soon prevail in other cities upstate.

It is estimated that about 10,000 workers in Albany county are now employed in the various plants turning out automobile products and, according to a prominent manufacturer, this number will be doubled within ten years if the industry continues to show its present rate of expansion.

Among the industrial plants now humming with activity in producing automobile products are the Beaver Mills Corporation, Asbestos Spinning and Weaving Corporation, Little Falls Fiber Company, and the Roy Woolen Mills.

This number will be increased December 1 when the Slade Products Company starts operations in the Barker plant at Watervliet which was previously used for the manufacture of collars and cuffs. The firm has already installed the greater part of its equipment for the manufacture of brake linings and a working force will be recruited during the coming month.

HEAVY DEMAND FOR BATTERIES

Canton, O., Nov. 21.—"Not in recent years has there been such a demand for batteries as this fall," said Harrison B. Fisher, sales manager for the Well Battery and Electric Company, jobbers and distributors here.

"Unprecedented radio business, which shows no sign of waning, is responsible for the heavy battery sales," Fisher said. "We expect the demand will continue indefinitely, for it looks like another banner year for radio," he added.

Car owners also have caused a heavy drain on battery shops, for replacements in recent weeks have been unusually heavy, especially in Ford sizes. Many retailers have been making a special Ford size battery inducement and have sold a big volume of batteries, they report.

Ignition and electric accessories have been moving well from a jobber's standpoint, but has slackened the past two weeks. Electric windshield wipers have been in big demand and sales of these have increased in recent weeks.

SHERWOOD HALL CO., LTD., ESTABLISHES NEW DEPTS.

Grand Rapids, Mich., Nov. 21.—Five different departments, each supervised by a trained executive in the line of business concerned, have been organized by the Sherwood Hall Company, Ltd., to facilitate handling the rapidly increasing business of this concern in the automotive equipment and radio jobbing field in the western Michigan territory.

Heads of the different departments as announced by A. V. Hall, chairman of the company, are as follows: Automobile accessories, H. P. Carlson; tools and equipment, Leon Madsen; replacement parts, E. A. Tusch; storage batteries, electrical repairing equipment, W. G. Looman; radio, H. E. Clark.

GARAGE SOLD

Chicago, Nov. 21.—The public garage at 4722-32 North Kimball Avenue has been sold by Ben T. Olsen to Joseph Pitchman and Jacob Winokur for \$85,000.

Skid Chains and Shield Cleaners Week's Leaders

SAN FRANCISCO, Nov. 21 (U. T. P. S.).—Balloon tires and four-wheel brakes have not entirely eliminated the skid menace for San Francisco motorists, as accessory houses report that skid chains are their best seller this week. Chains and windshield cleaners continue to be the large seasonal sellers.

Accessory dealers are beginning to get ready for the Christmas season by stocking up with full lines of novelties. Among the more staple articles which will be given special display this year are moto-meters, mirrors, side windshields, bar caps and windshield cleaners. Chanlor & Lyon, one of the leading accessory distributors, expects an excellent Christmas trade, from early indications.

Ash receivers are in much demand on account of the new state law. Two new devices were placed on the market this week to satisfy the trade.

The United Auto Supply Company, which already operates fifteen retail stores in California, is preparing for further expansion, and expects to announce several new stores within the next month, as soon as deals for locations are completed. The United Company is not deterred in its expansion program by the winter season, as trade in practically all of its stores has been far in advance of a year ago.

The United houses are conducting a pre-inventory sale which is moving all lines, but the chief demand has been for tires and tubes, specially priced.

Sales of shock absorbers, snubbers and other devices to make for car-riding comfort continue brisk by houses specializing in these accessories.

Battery Business Booms in Kan. City

Kansas City, Nov. 21.—Battery business in Kansas City has made a big jump in the last few days, with motor car owners getting ready for the winter. Charles Hoole reports his battery business as greatly increased, extra men being necessary to handle the increase.

The Broadway Battery Company also reports business as increasing rapidly.

Sales on new batteries are much heavier, according to the Western Auto Supply Company.

Other battery firms are reporting greatly increased business, both in the sale of new batteries and on recharging and repairs.

Winter Accessories Business Steady

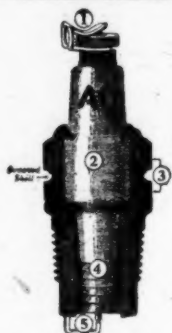
Zanesville, O., Nov. 21.—With winter and cold weather rapidly approaching, the automobile accessory business is increasing here in leaps and bounds. The business has shown great demands for cold weather specialties, such as shutters, mufflers, radiators, robes, chains, hoods, curtains and bumpers. It is the opinion of local dealers that business for November on accessories is far better than it was during the same period last year.

Not only do the motorists in the immediate vicinity of Zanesville demand the winter motor toggery, but the farmers in the rural districts are also making demands for winter accessories. This business is expected to remain on a par throughout the winter due to the completion of many county roads during the past summer.

Bumpers Lead Sales In New Haven, Ct.

New Haven, Conn., Nov. 21.—"The recent price cutting in new car models has increased our accessory sales considerably," says Joseph Creamer, head of the ac-

New Accessories



AC SPARK PLUG

The AC Spark Plug Company, Flint, Mich., has perfected an improved type of spark plug for all types of Ford cars, both new and old. It is a development of the regular AC 1075 and is designated as Type T.

The plug is a one-piece design, insuring against compression leaks. The hexagon (3) is made longer than usual to give easy hold for the wrench. It has the patented features of carbonproof porcelain (2) and (4)—made of kyanite, the new AC material—heavy electrodes (5) and spring terminal clip (1) that allows instant removal of the secondary wire when desired.

cessory sales department of the Horton-Gallo-Creamer Company of this city. "The general outlook for fall and winter business in the accessory field is very promising and we expect to show quite an increase in our accessory business at the close of 1925 over the previous year," he continued.

Sales volume in most of the large accessory stores here remained just about the same as the previous week, although a few reported that their advance "winter sales" had brought them considerable business in chains, window wipers and other winter car accessories. A general survey of the dealers, however, showed that bumpers seemed to have the biggest sale here in this territory during the past week.

Marked Increase in Sales in Cohoes, N. Y.

Cohoes, N. Y., Nov. 21.—Reports from prominent accessory dealers show very little change, with business conditions continuing to show marked increases in sales over the same period last year. Dealers are unanimous in the feeling that the repeal of the Federal tax on accessories will be beneficial to the trade and consequently act as a stimulant in promoting sales.

It is the opinion of a prominent dealer that much of the present brisk demand has been influenced by calls for various articles from the rural districts. Exceptionally good fall crops have brought many farmers into the market for new cars during the last two months, and, consequently, the accessory business has also been stimulated by these sales, according to the dealer.

The North End Auto Supply Company reports sales for the week showing a slight increase over the preceding week with a good demand for spark plugs, batteries, gasoline and the various grades of oil handled by the firm.

The Smith Auto Supply and Electric Company, Inc., and the Paul Krug Company are also feeling the effects of the prevailing general good business conditions, with considerable space given to advertisements in local newspapers.

Gilmer Announces New Auto Fabric

Philadelphia, Pa., Nov. 21.—A new fabric for automobile upholstery has been created by the L. H. Gilmer Company of Tacony, Philadelphia. Based upon a new kind of pile yarn, made to the specifications of the Gilmer Company from fiber-dyed cotton, this fabric, which has been named Tacony Pile Fabric, is claimed by officials to be unlike anything else in textiles.

Its surface is covered with nibs of yarn that project and take the wear.

Among the advantages claimed for this new material are that it is extremely durable and when partly worn does not become threadbare. Officials claim it is not cold in winter nor hot in summer and allows clothing to slide over it readily without musing.

LEASE MORE SPACE

Amesbury, Nov. 21 (U. T. P. S.).—Biddle & Smart Co., manufacturer of automobile bodies, has leased an entire floor of No. 8 mill on Main Street in order to meet the increased demands. The company already has one other floor in this building under lease, which it uses as an oven at present.

HEADLIGHT DRIVE

Greenfield, Mass., Nov. 21 (U. T. P. S.).—State highway inspectors have been notified by Registrar Goodwin, to stop every machine with glaring headlights. A most

EUGENE ROYER, Paris engineer, who claims he has invented a new type of muffler for automobiles (shown above) which, through a heating element, not only does away with all traces of smoke but also destroys poisonous carbon monoxide gas. The city of Paris plans to equip all its motor buses with the new device.



drastic campaign is to be undertaken and licenses will be revoked if instructions are not followed.

LAUREL MOTORS IN NEW HANDS

St. Louis, Nov. 21.—The Laurel Motor Corporation with its plant at Anderson, Ind., has been acquired by a St. Louis organization with Arthur S. Sinclair of St. Louis as president, it was announced here this week.

The Laurel concern manufactures a special cylinder head, with sixteen overhead valves and other parts, with which to convert Fords into machines of greater power. The cylinder head was invented in 1917 by Robert M. Roof. It is used on cars by officers to police roads in many states and is also used on Ford racers.

A factory branch has been opened in St. Louis. Sinclair, who is a former automobile race promoter, says the Laurel factory at Anderson is to be enlarged.

DISTRIBUTOR ADDS SPACE

Evansville, Ind., Nov. 21.—The Bennighot - Nolan Company, Willys-Knight and Overland distributor for the tri-state territory, comprising Southern Indiana and Illinois and Western Kentucky, has just leased a large building at 610 Fulton Ave., which will be devoted to the used car sales and reconditioning department. The used car department, now at 5th and Oak Streets, will be moved to the new location.

The New Hupmobile Six far surpasses its price class

The dealer has the advantage of selling a really fine Six at a low price.

The New Hupmobile 6

Truck Sales Make Good Showing in N. Carolina

CHARLOTTE, N. C., Nov. 21.—Sales of motor trucks in this territory are of a volume unprecedented for this season of the year, according to reports from representative dealers and distributors.

This condition is proving somewhat of a puzzle because of the custom of most industrial and commercial establishments to defer buying trucks until after the first of the year to enable them to make the charge against the business of the new year.

In view of this situation motor truck dealers are expecting a great demand for their transportation to develop soon after the first of next year. Industry is in a strong position and trade generally is good in all lines. There is depression in some regions as a result of agricultural conditions of the summer and of the recently ended period of dull business for many cotton manufacturing plants.

Deliveries are being made promptly and no shortage of trucks has developed, even in the face of the brisk demand. Reports indicated that the demand is well spread out over the list of jobs, and the heavy duty trucks are in about as good demand as the lighter jobs.

Looking at the situation in its larger aspects, there are abundant reasons to believe the motor truck selling industry in this territory is just coming into its own, according to the expressed views of several representative distributors.

The development of good roads is having a marked beneficial effect, especially in this state, where road work costing \$100,000,000 has been done or contracted for within the past four years. South Carolina, too, is spending millions each year on an extensive highway development program, and has made great progress in this regard.

So far as could be learned there is no used truck problem.

CANTON

Canton, O., Nov. 21.—A survey at mid-November of the Canton district, which includes some twenty smaller towns hereabouts, discloses that truck sales continue brisk with indications for a winter business in trucks that will top all previous like seasons in many years.

Factory production in the Canton district continues at peak and this, coupled with the increase of produce grown in this locality, is responsible for continued activity in commercial truck selling. It was said by dealers this week.

Sale of the Mack truck in this section is on the increase, this truck being much in demand by contractors and those engaged in transporting heavy freight.

Ford trucks are slow in arriving from the factories and dealers claim they are oversold and have been unable to get deliveries for many weeks. Only a few each month are coming through to local distributors and these are eagerly taken by those who have been waiting for several weeks.

White trucks have been moving well and the Reo Speed Wagon has had good call in recent months. Dealers report demand good for Dodge trucks, and for delivery purposes the Chevrolet truck has been a good seller. Chevrolets, however, have been slow up until recently. The Jamieson Sales Company here expects much more activity along this line from now on.

EVANSVILLE

Evansville, Ind., Nov. 21.—Truck dealers here are about evenly divided in opinion as to the prospects for the fall season. Of eight dealers interviewed, four regarded the season as good, with the rest uncertain, because of the seasonal slump.

Seven of the eight dealers reported retail sales of fifteen trucks for the first half of November. This total is generally regarded as a slight improvement over the latter part of October, and, except in

Truckload of Plaster Moved Quickly in Test Run

San Francisco, Nov. 21 (U. T. P. S.).—The Federal Motor Truck Company of California and the Blue Diamond Company collaborated this week in a novel demonstration test in connection with the All-Western Road Show.

A Federal six-wheel dump truck, loaded with eight tons of Blue Diamond fresh plaster, was sent from Los Angeles to San Francisco as a demonstration to show the speed and dependability of the truck and the quality of the plaster to withstand long-haul delivery.

TRUCK RESCUES DONKEY ENGINES

Hood River, Oregon, Nov. 21.—The Transfer and Livery Company here tells a story of the thrilling rescue of a small locomotive and two donkey engines by one of its five-ton Federal trucks.

The Pacific Power and Light Company was working on a power job in the Hood River canyon, and had constructed a temporary bridge and a spur railroad to bring its equipment from the Mt. Hood Railroad across to the dam site.

Floods came along, sweeping away the bridge and leaving the donkey engines and locomotive stranded away up the canyon. Hood River engineers doubted that trucks could bring the engines back, but, as that was the only hope, the Transfer and Livery Company decided to undertake it. A five-ton Federal brought each of the engines up out of the canyon, which was a 20 per cent. grade, over a road that was little better than a trail. A second truck was brought there to help tow, but the road was such that once started the first truck began sinking under the tremendous weight of the load, and dared not stop long enough for the towing truck to hook on, but made the grade without assistance.

The Transfer and Livery Company has been operating with Federals since 1916, and now owns a fleet of six.

MIDWEST TRUCK MEN IN MEET HEAR TIRE TALK

Davenport, Ia., Nov. 21.—Fifty truck dealers of eastern Iowa and western Illinois attended a one-day meeting at the Davenport branch of the Firestone Tire and Rubber Company last week. R. W. English, of the Firestone sales department, talked on "tire conservation," urging dealers to instruct buyers in methods of handling tires to get the maximum mileage. He impressed the dealers with his statement that it takes the output of 300 rubber trees to supply an ordinary truck with tires for a year. A dinner in the Chamber of Commerce concluded the meeting.

one instance, at about the same level as for the corresponding period of 1924.

ZANESVILLE

Zanesville, O., Nov. 21.—Dealers in heavy and light weight trucks here report doing approximately 15 per cent. more gross business during the present fall than they did over the same period last year. The slight rise in truck business is due, it is believed, to the increasing building activities going on in this city and surrounding communities. Merchants, too, find delivery by truck more economical in the long run.

A TYPICAL COACH STOP MARKER, such as are used on Detroit bus routes to designate the no-parking rule and coach stops, is shown in the picture below. The bus is one of the 160 in the service of the Detroit Department of Street Railways.



Bus Activities

HOUSTON GRANTS PERMITS

Houston, Tex., Nov. 21.—The City Council of Houston has granted three bus lines, the Red Star line, the Blue Goose line and the Gulf Bus line, permission to operate their buses in the city limits of Houston, in competition with the interurban traction service between Houston and Galveston.

BUS SUPPLANTS RAIL

Salamanca, N. Y., Nov. 21.—The Olean, Bradford and Salamanca Railroad has suspended trolley service between Salamanca and Little Valley. Bus service by the railroad's subsidiary bus corporation will supply these two towns, the railroad has made no definite although the railroad has made no definite promise that the arrangement will be permanent.

BUS PERMITS ISSUED

Weymouth, Mass., Nov. 21 (U. T. P. S.). The selectmen have granted two permits for new bus lines to operate in this town. The New England Transportation Company, the bus line subsidiary of the New Haven Railroad, has received one of these permits and the other was granted to the Eastern Massachusetts Street Railway Company. The proposed lines will not conflict. At the same meeting the selectmen received the application of William Perrault for a permit to build and conduct a filling station at Broad and Madison Streets.

LINE CHANGES HANDS

Butler, Pa., Nov. 21.—M. D. Patterson of Grove City, who has been operating a bus line to Slippery Rock and New Castle for four years, has purchased the interest of Charles A. Walters of Harrisville in the bus line he has been operating to Franklin. The Butler bus line north will make connections at Slippery Rock.

Capital City Gets Three New Lines

Special from A. D. N. Washington Bureau
Washington, Nov. 21.—As a result of a decision of the Washington Public Utilities Commission permitting interstate bus lines to load and unload passengers in the downtown sections of the city, permits for the operation of three additional lines have been issued.

They are: Red Star Line between Philadelphia and Washington; People's Rapid Transit Company of New Jersey between Philadelphia and Washington, and the Acme Motor Truck Company between nearby points in Maryland and the United States Capitol building.

The P. R. T. line between Philadelphia and Washington already is in operation with thirty-three passenger gas-electric buses. The buses pass through Baltimore, Havre de Grace (where they stop for lunch), Perryville, Elkton, Wilmington and Chester. Scheduled stops are also made in Baltimore and Wilmington. The approximate running time is seven hours and the fare each way is \$5.

Ruggles Motor Co. Puts Over Big Deal

Special from A. D. N. Detroit Bureau

Detroit, Nov. 21.—Among the sale effected at the National Bus Show last week was one fleet of six buses, sold by Ruggles Motor Truck Company, Saginaw, Mich., to the Union People's Transfer Company Chicago. The purchaser has a permanent franchise for the operation of buses.

The fleet was made up of the latest design produced by the Ruggles company—Model 70, thirty-four passenger, pay-enter type. They are powered with a six cylinder Wisconsin engine, developing 105 horse power. Dual tires are carried. This was a \$54,000 sale. The Chicago Bus Company is already using a fleet of fifteen buses. A. S. Sampierre, assistant sales manager for Ruggles was jubilant over the deal and sold on the idea that a bus show particularly one held in Detroit is a good investment for the bus manufacturer.

COMMITTEE TO DRAFT INTERSTATE BUS BILL

Boston, Mass., Nov. 21 (U. T. P. S.).—Henry G. Wells, a member of the Massachusetts Commissioners of Public Utilities, is in Washington to attend a conference in that city of the committee created by the National Association of Railway and Utility Commissioners to prepare a final draft of a bill to be presented to Congress at the coming session for interstate control of buses. Wells will act as chairman at the conference. Motor bus interests have been invited to appear and present their views.

ST. LOUIS BUSES BUSY

St. Louis, Nov. 21.—An indication of motor bus growth in St. Louis is contained in the report of the People's Motorbus Company for October. During last month buses of the company transported 1,872,027 passengers, an increase of 482,592 over October, 1924. In the first ten months of this year the company transported 20,202,302, an increase of 10,697,699 over the same period last year.

Vellie Distributors And Dealers Named

Moline, Ill., Nov. 21.—New distributors and dealers are announced by the Vellie Motors Corporation as follows:—

DISTRIBUTORS

Garland Brothers, Binghamton, N. Y.; D. & B. Auto Sales, Marshall, Mich.; W. F. Fleming, Spokane, Wash.; Jensen Garage, Greenwich, Conn.; Quaker City Vellie Company, 1502 Thompson St., Philadelphia, Pa.; Vellie-Miami Company, Miami, Fla.; A. Matson, Algona, Ia.

NEW DEALERS

A. E. Weaver, Penn's Park, Pa.; Nasife-Vellie Company, 3725 Old York Road, Philadelphia, Pa.; Vellie Sales Agency, 219 North Jackson St., Janesville, Wis.; Clyde McKelvey, Potosi, Wis.; Standard Motor Sales, Massillon, O.; W. A. Goodman, Okeschoke, Fla.; Clarence Fenton, Auburn, Cal.; P. C. Sacchi, Arcata, Cal.; R. O. Spiller, Berkeley, Me.; Pollard Auto Company, Nashua, N. H.; Leon-Swalm Motor Company, Miles City, Mont.; Muscatine-Vellie Sales, Muscatine, Ia.; Al J. Faby, South Pekin, Ill.; G. Albert Barker, Canton, Ill.; Capital Auto Livery, Lincoln, Neb.; Temple Garage, Temple, Cal.

NEW HEATER FOR MOTOR COACHES

Exhaust Gas Reheated And Mixed With Fresh Air

DETROIT, Nov. 21.—Bus riders want warmth in winter but not a headache; bus operators want heat without cost.

Bus operators know that nearly 70 per cent of the heat value of their gasoline goes down through the exhaust pipe, unused, in the form of gases which have heretofore been considered inert, but which research has found to be combustible. These gases contain enough heat units to properly heat any bus, but they also contain carbon monoxide gas, the frequent cause of headache, drowsiness and lizziness.

Thompson Research, Inc., Cleveland, at the bus show last week, exhibited a device that will heat buses to a comfortable temperature and keep them heated to the satisfaction of patrons. The new device looks like a special kind of muffler attached to the exhaust pipe where the usual muffler fits and completes what the motor started and didn't finish. The 30 per cent. of unused energy going out through the exhaust pipe is mixed with fresh air, passed on through pipes to a spark plug working in unison with the bus engine and at this point a second combustion of the gas takes place.

This warm gas is passed through another chamber, where it is mixed with fresh air, and then by means of a ventilator lever it is sent into the bus interior. In summer the heating element, which is available, will not be needed but it is right there just the same.

While the device is only in the research stage so far as its application to bus use is concerned it is being used satisfactorily on closed passenger cars. Bus operators have frequently said that if they could only have their buses heated in the winter months, so that they would be comfortable to ride in for fifty miles as they are in summer months, one of their most disturbing problems would be solved.

Now the bus operators see relief from this serious handicap to their business in the installation of the new Thompson device.

Minn. Bus Line On Probation

St. Paul, Minn., Nov. 21.—In putting the Eagle Transportation Company of Hibbing "on probation," the State Railroad and Warehouse Commission Saturday established a precedent which is being given attention by motor bus operators throughout the state.

It is the first intimation that the state body intends to exercise its authority over the bus lines to the fullest extent.

The Eagle Company was granted a temporary permit by the commission to operate between Hibbing and Duluth, in the northern part of the state, but granting of a full permit will not be made unless the company provides adequate transportation service.

The commission order holds the company's service has heretofore "not been entirely satisfactory" but notes also that "it apparently has endeavored to the best of its ability to operate a reliable service."

The company runs contemporaneously to the Mesaba Transportation Company. The state commission calls attention to the fact, in its order, that "railroad service now is subordinate to motor bus service."

Under the commission order the Eagle Company must file daily reports as to the number of trips completed, passengers carried, schedule of running time maintained, etc.

Grand Rapids Dealers Report Good Tire Sales

GRAND RAPIDS, MICH., Nov. 21.—Tire dealers in this district report the week ended November 14 to be the best so far this month. Increased sales in practically all lines of both truck and passenger car tires characterized the week.

C. B. Mess of the M. R. Rubber Company, distributor of General Cord tires, credits the recent wet weather with the increase in tire sales. "Those car and truck owners who have been sliding along on badly worn tires were forced in for new ones when the slush and mud began to work into the holes and worn places," he said. "In many instances one worn tire has been responsible for the sale of two new tires or even a whole set of new ones. Progressive merchants have been in a position to cash in on this situation."

Better sales during the past week were also reported by the Litwin Tire Company, Firestone dealers, and the Spade Tire Company, Goodyear dealers.

MINNEAPOLIS

Minneapolis, Nov. 21.—The tire market continues to be quiet here, with dealers meeting what demand there is with tires stocked during the summer months. Balloon tires are by all odds mostly in demand, one reason given by dealers being that a larger proportion of the big cars are run late into the fall than the smaller cars. This also is true of the closed models, most of which are equipped with balloons.

DUBUQUE

Dubuque, Ia., Nov. 21.—The demand for tires here continued fairly steady during the past week, according to local tire dealers. The demand for large size, low pressure tires has been considerably in excess of the high pressure variety in most of the retail establishments.

The fact that many cars have already been put up for the winter, and that many others have been used little or none recently because of cold weather, has had a telling effect upon the trade. The tire business at the present time is scarcely as great in volume as it was at the corresponding period last year.

The prediction of possible tire price advances in the near future, following upon the recent price advances, has had little effect upon the trade, dealers say. J. J. Ott, president of the Ott Rubber Company, inner tube manufacturers, stated that advances of from 10 to 20 per cent. might be expected at any time, because of the rising price of crude rubber. He believes it will probably reach as high as \$1.25 a pound before the first of the year.

ST. PAUL

St. Paul, Minn., Nov. 21.—A further slight decrease in tire sales marked the "settling down" of winter in St. Paul during the last week. Dealers, however, are in an excellent financial position, due to the tremendous activity of the past summer.

Opinion is divided as to the advisability of keeping up heavy stocks this winter, some believing that possibly prices may drop somewhat by spring. Others believe that prices will go higher.

The Norton Tire Company, General agency, is offering deferred payments on tires. This method, however, is not approved by a majority of the dealers here.

KANSAS CITY

Kansas City, Nov. 21.—Motor car owners are shopping for their tires as the housewife does for her potatoes, meats and sugar. At least that is the complaint of tire dealers here.

"We have not put out the distress signal, but business is quiet," Carl Logan, manager of the Cashen Tire Company, said. "We are doing a fair business, but not what we should be doing. Motor car owners are hunting for cheap tires. They also are having old ones repaired. I believe that, as soon as

Tire Dealer Runs Special Rubber Ad

Lawrence, Mass., Nov. 21 (U. T. P. S.).—The Star Service Station, Inc., local dealer in Pennsylvania cup vacuum tires, in an advertisement in the local daily papers is advising its customers to put the rubber shortage and consequent high cost of tires up to their congressmen or senators instead of their tire dealer. The advertisement reads as follows:—

"The rubber shortage which we are now experiencing is not an actual world shortage of crude rubber. It is an artificial shortage brought about by the so-called Stevenson Act restricting the export of crude rubber from the British Colonies, which produce 85 per cent. of it.

"If you are not familiar with this 'Stevenson act' let us suggest that you write to your congressman for information.

"If every user of rubber made as strong complaints to his representative in Congress as he does to us tire dealers, we think the political pot would start boiling.

"This nation of ours exports thousands of bales of raw cotton. England with her hundreds of mills gets the bulk of this cotton; imagine her indignation if our government put an export tax on all over a certain amount of raw cotton exported.

"Then with this thought in mind write a letter to your congressman or senator, telling him just how a red-blooded American feels about paying Great Britain's war debt."

Tire Production Studied by Army

Little Rock, Ark., Nov. 21.—Capt. Clarence Longacre of the United States army, who has been on duty here for several years in connection with the training of the organized reserves, and who left this week for his new station in Akron, O., will make an industrial survey of the tire factories there, to secure data as to the maximum output in the factories during wartime.

The maximum output of automobile tires of these factories in time of war is a very important matter to the government, he says. He believes that rubber products will play an important part in hostilities in the event of another war at any time. The survey would serve to prevent delay and confusion if the factories should again have to go on wartime production.

motor car owners realize prices are not coming down and they still can buy good tires at a low price when figured on a mileage basis, they will make business lively."

J. E. Schneider, manager of the Westport Tire Company, declares business is dull, but he is optimistic. "Motor car owners must buy sooner or later and in the meantime they are keeping us busy on repair work trying to get more miles out of their old tires," he says.

The Broadway Tire Company reports sales as slow with probably slight improvement.

Charles Hoole says business still is slow, but with the outlook for improvement brighter.

Herb Ford of the Herb Ford Tire Company also reports sales as lagging.

Firms with industrial contracts and large commercial accounts are reporting business is better.

Seiberling Tire Co. Has Football Team

Altoona, Pa., Nov. 21 (U. T. P. S.).—The Seiberling Tire Company is represented in this city by a football team. The local concern, which is conducted by William Hirt, has taken over the Panther Cubs team and the name has been changed to the Seiberling football team. Carl Woods is the team manager. A top-notch schedule is being played.

AMERICAN TIRE CO. TO PRODUCE AGAIN

Akron, O., Nov. 21.—After a lay-off of nearly four months the American Rubber and Tire Company will resume operations next week, President F. C. Snyder has announced.

Resumption of production follows a completion of refinancing plans involving \$1,000,000, Snyder said.

"With the new capital secured we are expecting to operate at a profit in the future," he asserted, saying that the outlook for American is bright. "We have orders enough to run at capacity for two months and will increase our working force to 350 or more men as soon as possible."

American's refinancing plans involve a \$500,000 bond issue, liquidating all the company's current liabilities. Debentures totaling another \$500,000 have been lifted by issuing preferred and common shares in their stead.

The funding scheme was effected entirely within the corporation, Snyder said. Creditors for the most part accepted bonds on the company for their accounts and additional funds, raised by stockholders, are secured by the new securities.

The American Rubber and Tire Company was formed in 1916, and for the first four years of its existence operated on a satisfactory basis. When the collapse of the Akron boom came in 1920, American was one of the companies to suffer heavily.

For the last three years, Snyder says, it has been in financial difficulties, despite an ever-increasing business.

"For lack of working capital, we were forced to suspend last July," he continued, "although our accounts had increased 400 per cent. in number during 1925."

The American Rubber and Tire Company produces a complete line of tires, specializing on large-size bus and truck types. It has now outstanding \$800,000 worth of preferred stock and 22,000 shares of no par common stock, in addition to the new issue of bonds. Despite its financial difficulties, the company's official organization has been maintained intact.

Officers other than Snyder are: J. T. Johnson, vice-president; E. L. Schmuck, sales manager; C. T. Morledge, assistant sales manager; W. C. Fornoff, credit manager; R. C. Myers, auditor, and W. F. Goff, superintendent.

Tire Notes

TIRE TRAVELS FAR

Olympia, Wash., Nov. 21.—The state Department of Public Works has received a report from an auto stage company operating out of Seattle over a paved highway which shows that a tire, still in good repair and in daily use on one of the company's stages, has been used in 80,000 miles of travel. The department sets this up as a new record on Washington highways.

DUNLOP GIRLS' TEAM

Buffalo, N. Y., Nov. 21.—Dunlop Tire and Rubber Company will have a girls' basketball team this year. Miss Cowan will be captain and Ed Gouinlock coach. Twelve girls responded to the first call for candidates.

Grand Rapids Tire Dealers Organize

Grand Rapids, Mich., Nov. 21.—Representatives of practically all the standard rate tire dealers and distributors in Grand Rapids attended a meeting in the Association of Commerce rooms last Wednesday evening for the purpose of organizing a Grand Rapids tire dealers' association.

Several of the leading dealers have been promoting this idea for several weeks among the dealers who are not selling tires at cut rates. The majority have been very enthusiastic in their responses. Temporary officers were elected and steps taken to form the constitution and by-laws of the organization.

Grand Rapids has never had an organization of tire men, despite the fact that the strong organizations in Lansing, Saginaw, Muskegon and several other cities have shown, in many instances, the clear-cut advantages of such solidly built organizations.

SEATTLE TIRE DEALER HAS NEW BALLOON VULCANIZER

Seattle, Wash., Nov. 21.—The Pike Street Tire Shop here has just installed special vulcanizing molds which will retread balloon tires exactly as they were originally produced.

"The molds were made up specially for our company," W. O. Standing, manager, said. "They are the only ones on the Coast that can turn out a genuine balloon retread job. Best of all is the low cost of retreading the balloons. The average job will cost less than half of the original cost of the tire and each retreaded tire is covered with a regular new tire guarantee."

CONCERN CHANGES HANDS

Cedar Rapids, Ia., Oct. 21.—Carl Multhaupt, who has conducted the Multhaupt Tire Company for the past few years, wholesaling and retailing Hood tires, has sold his business to Maurice Moroney who will operate under the name of the Moroney Tire Company. Moroney comes from Manchester, Ia., where he has been in the tire business for several years. Multhaupt reports that he is retiring from the automotive business.

DUNBAR COMPANY IS REFINANCED

Plant at Dunbar May Be Running Soon At Capacity

CHARLESTON, W. VA., Nov. 21 (U. T. P. S.).—Plans are now under way for the opening of the Dunbar Rubber Company plant with a force of 1,000 high-class workers and orders on hand for full-time production for an entire year.

The company is now being refinanced and will likely take over the original plant at Dunbar with later extensions in mind, it is said.

It will have a capacity of 1,000 tires and 1,500 inner tubes per day, besides a considerable amount of mechanical rubber goods manufactured, reports state, for which the demand is already established.

It is planned to operate three shifts of eight hours each with 300 to 500 workmen to the shift. The opening of the plant will bring a large number of skilled employees to the vicinity, but it will be necessary to house a large part of them in Charleston until homes can be built for them at Dunbar, it is stated. A large portion of these employees are high-salaried men.

Plans are to use extensively the by-products from the plant. This material will be made over into a large variety of articles for which other factories in the country are not able at this time to meet the demand. Principal among these are articles required in electrical construction work.

THERMOID FILES SUIT

Trenton, N. J., Nov. 21.—The Thermoid Rubber Company has filed its third complaint with the Interstate Commerce Commission at Washington, charging the Eastern railroads with improper classification of freight rates on asbestos packing. Such packing, it is declared, should be shipped as second-class freight instead of first class.

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Busy Season for Associations Under Way

Conventions are Being Planned; Officers Elected

SPRINGFIELD, ILL., Nov. 21.—Springfield will be the place of the annual convention of the Illinois Automotive Trade Association, February 9, C. W. Coons of Peoria, manager of the association, announced today.

R. Haas, president of the Springfield Auto Dealers' Association, states that plans are yet incomplete as to speakers. It is expected that between 200 and 300 members will be in attendance.

N. C. CONVENTION

Winston-Salem, N. C., Nov. 21.—The annual convention of the North Carolina Automotive Trade Association will be held here at a local hotel March 17-18. It was decided yesterday by directors meeting here.

Registrations and group meetings will occupy the first day. On the second day a sales congress will be conducted by the National Automotive Dealers' Association and more than 500 dealers and salesmen are expected.

SALES DIRECTORS' BUREAU

St. Louis, Nov. 21.—The St. Louis Automobile Dealers' Association is organizing a sales directors' bureau. The purposes aimed at are full discussions of sales practices and elimination of unethical sales methods, such as misrepresentation of the cars of competitors by salesmen. At each of the monthly meetings to be held some speaker of national prominence is to be the headliner. It is expected that the first of these will be Edward S. Jordan, president of the Jordan Motor Car Company, who is noted for his talks on sales methods and practices. Another speaker will probably be Harry G. Mock of the Hudson Motor Car Company, Detroit.

MAKE SALES REPORTS

Minneapolis, Nov. 21.—In order to meet a demand of automobile dealers in the city and to combat the work of unfaithful agencies, the Associated Automotive Trades of Minneapolis has organized a sales report service for dealers. It is announced by A. N. Benson, secretary of the organization.

The service arranged by the Associated Automotive Trades consists of a daily report on car sales in Hennepin county, of which Minneapolis is the seat. This report lists the cars sold within each twenty-four-hour period, the make, model and the number sold being contained in the report.

SEES BRIGHT FUTURE

Chicago, Nov. 21.—President Charles E. Gambill of the Chicago Automobile Trade Association painted a glowing future for the automobile trade in this district in speaking recently before the Chicago Heights Automobile Trade Association. Incidentally he made a strong plea urging dealers to make a profit out of various departments of their business—new cars, used cars, service, parts—and advocated flat rate charges to the customers and flat rate compensation to employees.

RACE DRIVERS ELECT

Chicago, Nov. 21.—At the annual meeting of the Central Race Drivers Association, held here recently, the following officers and directors were elected:—President, Andy Burt; vice-president, J. A. Turner; secretary, M. A. Markmann; treasurer, George Ketcham; board of directors, Harry Hienly, William Claus, E. E. Burback, Walter Martin, Kent Ramsey, D. D. Morris, Sonny Talamont.

All officers elected have been connected with the racing game for a number of years, Andy Burt having driven under the A. A. A. colors as far back as 1909. This association controls almost every

dirt track in this vicinity, and numbers some 200 drivers in its membership.

ELECT PRESIDENT

Syracuse, N. Y., Nov. 21.—Charles G. Hanna, new mayor of this city, has been chosen president of the Syracuse Automobile Dealers' Association. Mr. Hanna has been a Ford dealer here for the last six years.

Charles W. Bull, Marmon dealer, is vice-president; Fred J. O'Neill, Hupmobile dealer, secretary-treasurer, and Cornelius H. Hayes, general manager. The annual automobile show will be held at the state armory, February 8 to 13.

NEW OFFICERS ELECTED

Rochester, N. Y., Nov. 21.—At the annual meeting of the Rochester Automobile Dealers' Association, held recently, Raymond D. Burch, Star and Durant dealer of Rochester, was unanimously elected president of the Rochester Automobile Dealers' Association. Mr. Burch is one of the pioneer automobile dealers of the Rochester district. James J. Williams, Hupmobile dealer, was elected vice-president; Oscar W. Stanley, Ford dealer, secretary, and Charles W. Frisbie, Reo, treasurer. Three directors for the year were elected as follows: J. E. Hansen, Packard; G. N. Mortimore, Nash, and E. M. Alling, Hudson and Essex.

HOLD SALES CONGRESS

Glendale, Cal., Nov. 21.—The first sales congress of the National

Automobile Dealers' Association ever to be held in this district took place Friday at the Montrose Country Club. Dealers, salesmen and other employees from Glendale, Eagle Rock, Lancaster, Mojave, Palmdale, Lankershim, Van Nuys, San Fernando, Montrose, Verdugo City, La Crescenta, Sunland and Tujunga attended.

PROTEST TAXATION

Greensboro, N. C., Nov. 21.—Announcements in the state press that city aldermen at New Bern have levied a \$5 tax on all automobile owners has drawn a vigorous protest from the Carolina Motor Club. Coleman W. Roberts, active vice-president, wired the mayor of New Bern, the editor of the New Bernian, and W. C. Hagood, branch manager of the Carolina Motor Club, pointing out that a \$5 tax on automobiles is in direct violation of state statutes, and that no efforts will be spared to protect motorists in New Bern or any other city from this unlawful and exorbitant taxation.

GAULT ELECTED SECRETARY

Kansas City, Nov. 21.—Orville B. Gault has been elected executive secretary of the Automotive Trades Association of Kansas City, succeeding Carlton Robb, who resigned to take the Oklahoma territory for the General Auto Parts Company. Mr. Gault is a civil engineer by profession but has been connected with the automotive industry for several years.

TO RESTRICT ADVERTISING

Corpus Christi, Tex., Nov. 21.—Members of the Corpus Christi Auto Trades Association went on record recently against unprofitable advertising and determined that no advertising would be given out in the future except in newspapers and on billboards. During the meeting, it was pointed out that thousands of dollars are spent annually in advertising on programs, blotters and other catch-penny schemes from which little or no benefit is derived.

ASSOCIATIONS CONSOLIDATE

Charlotte, N. C., Nov. 21.—The Automotive Merchants' Association, the Automotive Service Association and the Car Dealers' Association have just consolidated into one big organization, to be known as the Charlotte Automotive Merchants' Association.

The following officers were elected for the new organization: Keely A. Grice, president; Fred Anderson and Caldwell McDonald, vice-presidents. Miss Frances Hendren, who served as secretary-treasurer of the three organizations, continues in this capacity for the new organization. Six directors were elected as follows: Lee A. Folger, J. P. Harris, J. H. Huntley, J. H. Horton, Thomas Glasgow and Wade C. Montgomery.

The consolidation adds about twenty firms to the Automotive Merchants' Association, giving it a total membership of sixty firms.

ELECT TREASURER

Richmond, Va., Nov. 21 (U. T.)

Automotive Dealers' Association of Texas Adopts Comprehensive Code of Trade Ethics

AUSTIN, Tex., Nov. 21.—The Texas Automotive Dealers' Association recently adopted a code which, as a clear and complete statement of principles, is a model not only for automotive dealers, but for other branches of business.

The association is placing this in the hands of all the dealers in automobiles and automobile accessories in the state and is endeavoring, through persuasive methods, to have all of them live up to its principles. The code reads as follows:—

THE PROPRIETOR

1. As the personal or business character of the proprietor, manager or executive officer is the basis of right conduct in any business, the following character marks are deemed a prerequisite for the successful actualization of the code.
2. The head of the business shall be a man of good, clean morals, of sound integrity, good reputation, unquestioned honesty and credit standing, and thoroughly trained in this profession, keeping before him the best of ideals and adhering strictly to the lines of the golden rule. He shall be alert to use progressive methods and ideas at all times, realizing that on his effort, diligence, and care, the lives of many are frequently dependent. On the purely social side he shall be kindly, courteous and sincerely friendly.

EMPLOYER AND EMPLOYEE

1. Employers shall not advocate or aid or assist others in any movement which seeks as its object any other than square dealings with employees.
2. Employers and employees should realize that success can only be fully obtained in any undertaking by a reciprocal partnership and teamwork relationship.
3. There should be no discrimination made in hiring of employees based on affiliation in trades unions or organizations of men of similar employment.
4. Hiring and dismissing shall be on the basis of ability or disability to perform the work desired. The employer should promptly eliminate from his staff any employees who are retarding the progress of the business by unfortunate temperament, incorrect views on business methods and business relationships, or incapacity.
5. All promotions or advancements shall be made solely on basis of merit.
6. Continuance of employment shall be guaranteed for faithful work. The employer shall reward industry, loyalty, ability and unusual effort.
7. Employers shall not criticize employees or try to belittle them before customers or fellow employees.
8. The employee shall feel that his interest in the success of the business should be no less than that of his employer.

DEALERS AS BUYERS

1. Courtesy shall be extended to salesmen or representatives inquiring for business.
2. Truth and honesty shall be observed in all interviews. No misleading statements shall be made to secure lower prices, nor shall prices of competitive firms be shown to each other.
3. Purchasers shall require a written copy of all terms and conditions of sales.
4. Any complaint as to quantity or quality shall be reported by purchaser.

FELLOW DEALERS

1. The rules of conduct under this section have as their object the pro-

FOREWORD

Success in any branch of industry is the sum of success of those engaged in that industry. Full individual success is obtainable only by good fellowship and co-operation between all concerned. In turn, fellowship and co-operation are only possible with the chance to trade on an equality of opportunity; which, again, is only possible when the industry adopts a standard of business practice. This code is not intended to cover every possible or even probable contingency, but rather to form a general basis of guidance for those engaged in the automotive industry of Texas. It is submitted with the idea that, if followed out, it will encourage good feeling among those employed in that industry and assist in placing it on a higher plane in public opinion.

motion of fair and equitable competition in the automotive business.

2. The owner, manager or executive shall establish and maintain intimate, cordial and friendly relations with other owners, managers or executives of competitive lines.

3. The organization shall practice clean and honorable competition and shall further the general welfare and prosperity of every other member of the craft. He shall lead or support others in the craft to higher ideals of business morality, and increase efficiency through the interchange of information and methods.

4. When an automotive business is opened or established, those in the business shall welcome such a new competitor, offer him information or advice if he so desires, and exhibit the same fellowship to him that he extends to others in the craft.

5. No executive or owner shall agree with any other executive or owner to fix or regulate prices or in any way combine in restraint of trade.

6. No executive or owner shall directly or indirectly offer employment to an employee of another automotive dealer. This rule shall not be construed so as to prohibit negotiations with any one who, of his own initiative, or in response to public advertisement, shall apply for employment. Hiring employees away from competitors, or inducing them to leave by other means, is thoroughly unethical.

THE PUBLIC AND THE GOVERNMENT
1. The executive or owner shall have a lively interest in all that relates to the civic welfare of the community, and should join and support the local civic and commercial organizations.
2. The executive or owner shall gather

and disseminate practical and useful information relating to his calling, in order to provide the public with a fair and correct general understanding on automotive matters, and also to refute untrue, unfair, exaggerated statements on these subjects appearing in the public press or elsewhere.

3. The automotive dealer shall interest himself in all proposed legislation affecting his industry, study its provisions, justice and fairness, and take measures in connection with others to see that the best interests and welfare of the automotive industry are safeguarded.

PATRONS AND PROSPECTIVE CUSTOMERS

1. Automotive dealers shall create confidence with the purchasing public by deserving it. The object of the rules of conduct under this article is to make satisfied customers. The customer should be educated in the matter of economical running of his vehicle; be told of useful tools and accessories; and his safety should at all times be guarded in every possible manner.

2. Automotive dealers shall take advantage of no man's ignorance, and shall see that employees are truthful and straightforward, and that they do not misrepresent or overcharge the confiding. Treat the keen and confiding buyer alike.

3. The custom of giving out-of-the-ordinary service or giving extras without charge is not good practice. A fair remuneration shall be charged for such transactions.

4. In the matter of customers, complaints, the automotive dealer shall freely admit errors, make adjustments cheerfully and give the customer the benefit of the doubt.

5. Advertisements which are false, or which have a tendency to mislead, or which do not convey the whole truth, or which do not conform to business integrity, are unethical. The executive or owner should not advertise in an undignified or ultra-sensational manner.

6. The giving of prizes, premiums, souvenirs or any other gifts as an inducement to trade is unwise. It lowers the standing of the business.

WRITTEN CONTRACTS AND AGREEMENTS

1. The rules of conduct under this section have as their object the regulation of agreements or contracts between all the parties mentioned in the code.

2. A contract shall be simple in offer and acceptance, sufficiently formal to be valid, with the considerations concisely expressed, and with an object unquestionably legal.

3. The word-of-mouth contract is as valid as the written contract and must be as faithfully carried out.

ETHICAL PRACTICES

1. Advertising shall not be purchased unless, analyzed from a business standpoint, the medium offered is calculated to bring a return. Advertising for any other reason is unethical.

2. The automotive dealer shall not lend his name to or identify himself with any questionable business enterprise. The object of this rule is to protect the automotive dealer from favoring publicity, and to maintain public confidence in the integrity of those engaged in the business.

OBSERVANCE OF THE CODE

1. The automotive dealer shall at all times seek to elevate the standards of the automotive business by endeavoring to practice the ethical standards set forth in this code.

2. Each executive or owner who conducts his business so that his honor will never be smirched by his own act or omission will aid in maintaining the honor of the entire automotive business.

P. S.).—J. H. White of the White Auto Service was elected treasurer of the Richmond Automotive Trade Association to fill the unexpired term of J. O. Frazier, resigned, at the monthly meeting of the association, just held at Rueger's Hotel.

A. T. A. ELECTS PRESIDENT

Seattle, Wash., Nov. 21.—C. B. Fitzgerald, former mayor of Seattle, was elected president of the Washington Auto Transportation Association, at the annual meeting in Yakima, Wash. R. A. Moore of Yakima was made vice-president and J. J. Burns of Yakima secretary-manager.

PROTECTING DEALERS

Peoria, Ill., Nov. 21.—In exposing frauds and investigating concerns which seek to separate automotive dealers from their money and which do not appear to have the earmarks of legitimate practices, the Illinois Automotive Trade Association has been doing an invaluable work for its membership, officials declare. The state association is furnishing each member with a card addressed to all such solicitors and which calls their attention to the fact that no member is permitted to invest in any proposition unless it first has been investigated and indorsed by the state body. This sidesteps all doubtful schemes, and, if they are off color, they never seek the sanction of the state organization.

M. A. T. A. TO MEET

Minneapolis, Nov. 21.—A meeting of the Minneapolis Automobile Trade Association will be held late this month for the purpose of electing directors and considering plans outlined for the Northwest automobile show, which will be held February 6 to 13 in the Twin Cities under auspices of the association.

COMMITTEE APPOINTED

Chicago, Nov. 21.—President J. D. Vail of the Western Automobile Underwriters Conference has appointed standing committees for the coming year as follows:—

Advisory—H. A. Miller, Insurance Company of North America, chairman; W. K. Maxwell, Hanover Fire, vice-chairman; M. H. Grannatt, Liverpool & London & Globe; C. F. Thomas, Queen; H. G. Casper, Westchester; W. F. Watson, Aetna; A. O. Anderson, Fireman's Fund; C. O. Goodwin, Great American; W. R. Ruegnitz, Springfield Fire & Marine; L. L. Sanders, National of Hartford; F. J. Greer, Boston and the Old Colony; C. R. Williams, America Fore Companies; A. H. Grupe, H. G. B. Alexander & Company.

Theft—Fred J. Sauters, Aetna, chairman; Walter E. Miller, Westchester; Ralph Rawlings, Boston and the Old Colony; C. F. Thomas, Queen; A. F. Powrie, Fire Association.

Agency and Commission—A. F. Powrie, Fire Association; George Trammel, Aetna Casualty and Surety; H. A. Miller, Insurance Company of North America.

FORM NEW ASSOCIATION

Indianapolis, Nov. 21 (U. T. P. S.).—Another trucking association was formed here recently as the result of a long series of conferences between truckers during the last month. The new organization is known as the Associated Haulers of the State of Indiana. Some forty representatives of trucking concerns were present. The organization expects to become the nucleus of a statewide association, which also expects to form affiliations with other states truckers, and thus to get on a national basis, in order to work for fair trucking laws and rulings by state commissions here and elsewhere.

W. S. Frye, who has long been prominent in trucking and hauling organizations, was elected president, and W. D. Knapp, vice-president. Members of the board of directors are Walter Harris, C. W. Abraham, Ward E. Hiner, Earl Armstrong, H. T. Biehl and J. P. Scott. A secretary-treasurer will be named at the next meeting.

Sells More Tires by Doing Things Better



Fred Hagner

Sales and Service Methods of Texas Merchant Attract Buyers To His Store

METHODS of Fred Hagner, who built up the Hagner Tire Company, general distributor, San Antonio, stamp him as one of the most progressive merchants in this branch of the industry. He has developed a legion of effective sales and service plans that has aided him to attracting and keeping customers. He tells in this way about some of these methods:—

"When I first started in the tire business I made the mistake of trying to do too much. I was ambitious and wanted to make good in the business, and I thought that the best way to do it was to handle as many lines as possible.

"It took me nearly eight years to understand that the best way to do business is to pick a good line and put everything you've got behind that line," Mr. Hagner continued. "I've been in the tire business for about eleven years, but it wasn't until about two and one-half years ago that I really got started.

Sticks to One Line

"Previous to that time, I had been handling several lines of tires. It seemed to me that if a man handled several lines he would have so much more business come to him. I found that this is true to a certain extent, but you have more worries, more adjustments, and more trouble. I now know that if you put all your thought and energy behind one line, you can do better for the customer, for the manufacturer and for yourself.

"I have found in selling tires that to do a little better than the average you have to work a little harder. I don't necessarily mean physical work, or burning the midnight oil, but do things a little better, a little different.

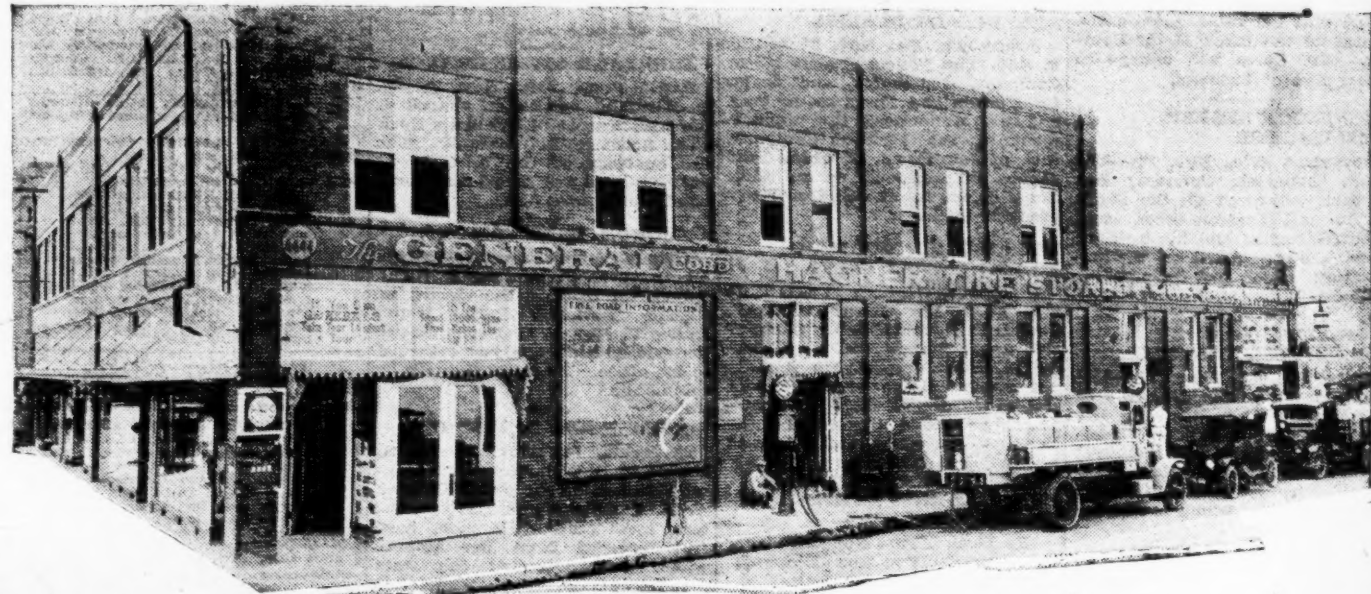
"As an example, we make a practice of keeping a record of every tire we sell. We have a card file in which the name and address of the purchaser are kept as well as the general information about the tire, including the date purchased.

Cards to Owners

"A year after the tire has been in use, we send the purchaser a card informing him that his tire is a year old and that if he will bring his car to our store we will take off the rim and paint it free of charge. We point out that this prevents rust, helps the general appearance of the car, and will give us an opportunity to see if the rubber is holding up the way that it should.

"The big point about this feature is that it brings them in. A man will get our notice and say to himself, 'Gosh! Have I had that tire a year.' Then when he drives up to our store we are able to suggest that he trade it in for a new one. The point that we are offering him a service without charge, together with the fact that we show him we are looking after his interests, has much to do in bringing him in.

"I never have cut-price sales, nor do I make any sensational



A VIEW OF THE MAIN BUILDING IN SAN ANTONIO OF THE HAGNER TIRE COMPANY

offers. I firmly believe that if you have a good line, and put the proper amount of sales incentive behind it, you can sell your merchandise without cutting prices and making sensational offers."

Discount Methods

Last year Mr. Hagner originated a unique method of giving discounts. The plan works on the idea that the longer a man can run his tires the bigger discount he'll get. For example, a man who brings in a set of tires that has run 12,000 miles gets a discount of 10 per cent. However, if they have run 15,000 miles he gets 15 per cent; 20,000 miles, 20 per cent, and for

25,000 miles, he gets the maximum discount of 25 per cent. This has been a strong selling point and has proved very successful.

This is only one of the many features Mr. Hagner has originated for creating interest and increasing sales. On the side of his building he has a large map of the state of Texas painted showing the most important highways as well as the routes and towns through which they travel. His telephone number has four fours; but instead of using the numerals he uses four playing cards. He argues, and logically, that the public will remember the four playing cards better than it would the

numerals. On one corner of his building he has a large marker designating the route of the Old Spanish Trail. Not only does this give the distances to surrounding towns and cities, but it also has three lines which designate San Antonio an unusual city.

He offers more than a service to his customers. He does not speak of his men as salesmen, but as "tire engineers." And, if they are to sell for him they must first prove that they know the business from the ground up. When he first considered going into the work himself, he started as an apprentice in a shop in order to learn the fundamentals. He not only knows rubber, but he knows how it acts under various conditions. He'll look at a tire and say the rubber has been cooked too much, that it is the wrong composition, or that it was taken out too soon. He knows the work and he expects those who work for him to know it.

Trains Men

He advertises his store as a place for rubber problems. He has made a study of the buyers and knows that they have little problems which are not easily thrashed out. He urges them to bring their rubber troubles to him, regardless of whether they have bought the tires of him or not. Together, his men work over the problems until they are solved to the satisfaction of all concerned.

Once a month the employees of the stores get together and have a supper at the expense of the firm. When they are well fed and the cigars are glowing, they begin to discuss the various problems concerning the business. He takes each one into his confidence and asks their advice on matters of importance in the conducting of the business. And they reciprocate by giving him the best that they have.

A generous use is also made of photographs in showing the efficiency of the tires. Recently he had a car run on to a special platform and over a large stone in order to get a close-up

of what actually happened under the real conditions. This single photo alone has done much to help him sell balloon tires.

"When I go to a man to sell him some tires," Mr. Hagner stated, "I don't go there merely to take his order; I go there to help him solve his transportation problems; to help him cut down his tire expenses. I tell him I am there to help him get better service from his tires.

No Misrepresentation

"I never misrepresent a tire, nor will I have a salesman who has to make a lot of flowery promises in order to take an order. If the goods we sell are not good enough to be sold on their merit, then we'll give them up and look around until we find some that are.

"I am firmly convinced that a tire that is sold at a cut-rate price will never prove as satisfactory as it should. It can't. There are two main things to be considered in buying an item of merchandise: They are quality and price. If a man buys price, he surrenders quality, for they cannot go hand in hand.

"We have built up this business from the angle that we have the best that can be obtained in tires. We go out and sell our merchandise with the understanding that we are behind those tires until they're worn out; then we get behind the owner for a new set.

Trouble Service

"We have a PBX switchboard in our headquarters. This helps us in rendering better service. Our big store is in the business section, while the others are outside. Thus, if a man phones in and informs us that he is out in the residential district and has tire trouble, we immediately get in touch with the store nearest him and dispatch a trouble man to help him out. Since this man will not have to worm his way through heavy traffic, he'll be on call has come in. If you don't think this means something to our business, you ought to be here when some of the tire owners come in."

IF YOU think you've exhausted all the good ideas for selling tires, read this article. Fred Hagner of San Antonio develops another good one almost every day. Here are some of the merchandising methods that have helped him build up one of the largest tire businesses in the Southwest:—

Handles but one line and puts all his selling energy behind it.

Keeps card file of sales and when a tire has been in use one year he calls up the owner and offers to paint the rim and inspect the tire free of charge. This brings 'em in and repeat sales result.

Never finds it necessary to resort to cut-price sales.

As an advertising feature he gives special discounts to customers who record extra-large mileages with his tires.

Trains his employees as "tire engineers" capable of advising customers on all their rubber problems.

Holds monthly get-togethers of his force at which business questions are discussed in a friendly manner.

Employs a series of special photographs to illustrate his sales points.

Bans all misrepresentation or exaggeration on the part of his men.

Maintains an efficient trouble-shooting service.

Dealer Activities

PLAN TO INCREASE ST. PAUL TRUCK SALES

St. Paul, Minn., Nov. 21.—Plans for an extensive campaign to boost truck and commercial car sales are being made by the L. V. Jordan Company, Dodge dealers. Clayton Lewis, manager of the truck and commercial car department, will be in charge of the campaign.

PARTNER TO CONTINUE DEALERSHIP ALONE

Wichita Falls, Tex., Nov. 21.—M. T. Birch has just purchased the interests of Almond Gates in the Birch & Gates Motor Company, local Gardner and Oldsmobile dealer, and will hereafter operate the business as the Birch Motor Company. Mr. Gates will engage in another line of business.

NEW HUDSON DEALER IN MILWAUKEE

Milwaukee, Wis., Nov. 21.—The Roman Gabryzek Company has just been organized on the South Side to sell Hudson-Essex cars. Roman Gabryzek and his brother, Edwin, are associated in the organization, which has its plant at 141 Ward St.

ZANESVILLE FIRM HOLDS DEMONSTRATION

Zanesville, O., Nov. 21.—The Baughman Motor Car Company of 32-37 South 7th St., dealer in the Oldsmobile car, is holding "Demonstration Week" here. The latest models produced by the Olds company are on display, together with a factory chassis, which is attracting much attention.

RECEIVERS NAMED FOR BALTIMORE FIRM

Baltimore, Nov. 21.—Receivers for the Nattans Motors Company, one of the largest auto firms in the city, have just been appointed by Judge Solter in Superior Court at the request of the Lord Baltimore Filling Stations, Inc. The latter concern stated that the motor company owed it \$886 which it was unable to pay. The Nattans concern admitted it was insolvent and consented to the appointment of receivers.

ALTOONA PIONEER WILL SELL TRUCKS

Altoona, Pa., Nov. 21 (U. T. P. S.).—Harvey Raugh, pioneer business man of this city, has just accepted appointment as local dealer for International trucks and has leased the entire Brett building at Green Avenue and Ninth Street as a home for his business. He will be estab-

lished there December 1. A ten-ton lift with a platform twenty-four feet square will be installed in the truck quarters, and other improvements, costing \$10,000, will be made to fit the building for his occupancy.

TWIN CITY COMPANY INCREASES SALES STAFF

St. Paul, Minn., Nov. 21.—Sales expansion has resulted in three new additions to the staff of the Twin City Motor Car Company here. They are Fred Hillard, C. E. Williamson and B. J. Schultz. The company is dealer for Hudson-Essex cars.

JOHNSTOWN, PA., GETS NEW HUDSON DEALER

Johnstown, Pa., Nov. 21 (U. T. P. S.).—The Pollock-Swartz Motor Company, distributor and dealer for Hudson and Essex motor cars, has just announced the appointment of the Peerless Company, Inc., of Johnstown, of which Paul Jacobs is president, as an additional dealer for the Hudson-Essex products in this city.

PARTNERSHIP FORMED FOR NASH-AJAX SALES

Columbus, O., Nov. 21 (U. T. P. S.).—Fred W. Helsner and J. W. Stallsmith have formed a partnership under the name of the Miller-Main Nash Company, to deal in automobiles and operate a service station and repair shop. The company has the dealership for the Nash and Ajax cars, and is located at 1418 East Main St.

FIRMS CHANGE NAMES IN SEVERAL CITIES

St. Paul, Minn., Nov. 21.—The name of the Van Roo Company, South St. Paul Ford dealership, has just been changed to the Leon Burch Company, following acquisition of complete control by Leon Burch, heretofore part owner. The company is one of the most active in the St. Paul area and uses much newspaper advertising.

Albany, N. Y., Nov. 21.—Among automotive firms notifying the secretary of state of change of firm name is the Devenport Motor Company, Inc., of Corning, formerly Smart & Devenport, Inc.

Eau Claire, Wis., Nov. 21.—The C. H. Dickson Motor Company has changed its name to the Dickson-Templeton Motor Company.

TO SELL CHRYSLERS IN WALLINGFORD, CONN.

Wallingford, Conn., Nov. 21 (U. T. P. S.).—Paul A. Koletzke has taken over the local dealership for Chrysler cars.

ORMAN COMPANY BUYS HUDSON DEALERSHIP

Columbus, O., Nov. 21.—The Bill Orman Company, 1199-1201 West Broad St., has purchased the Hudson and Essex dealership previously held by the Henry Tetlow Company. Orman has been engaged in the automobile business in Columbus more than fourteen years.

WILLIS-KNIGHT DEALER FOR FORT BRANCH, IND.

Evansville, Ind., Nov. 21.—R. H. Belchman of Fort Branch, Ind., has just been awarded a franchise by the Bennighof-Nolan Company, Willis-Knight and Overland distributor for southern Indiana and Illinois and western Kentucky as retail dealer.

MAXWELL DEALERS DISOLVE PARTNERSHIP

Santa Rosa, Cal., Nov. 21 (U. T. P. S.).—M. N. Young and C. E. Lee of the firm of Young & Lee, Maxwell dealers in this city, have dissolved partnership.

KAUFMAN MOTORS OPENS BRANCH STORE

Los Angeles, Nov. 21.—Kaufman Motors, Inc., dealers in Hudson and Essex cars, has established a second location at 1707 Sunset Boulevard. The first store is at Bailey and 1st Streets.

Personal Paragraphs

F. J. HASS PROMOTED

St. Louis, Nov. 21.—Frank J. Hass, who has been for two years in the sales organization of the Franklin Motor Car Company here, has just been promoted to be assistant to President A. E. Spelberg.

COFFMAN IN NEW POST

Montclair, N. J., Nov. 21.—Kenneth D. Coffman, well known in local automobile circles, has just joined the sales staff of the Montclair Flint Company.

CARR MADE CANDIDATE

Lawrence, Mass., Nov. 21 (U. T. P. S.).—Peter Carr, proprietor of a tire, battery and accessory store here, has just been nominated candidate for alderman and director of public safety.

KIRKLAND HEADS BRANCH

Little Rock, Ark., Nov. 21.—P. O. Kirkland has taken charge of the branch store of the Little Rock Flint Sales, at 917 Main St. The headquarters of the firm is at 1209-11 Main St. The branch will handle used cars.

HOUGH ENDS VACATION

Glendale, Cal., Nov. 21.—After a month spent in hunting deer and fishing for trout in the vicinity of Glacier National Park, Mont., James V. Hough, Chevrolet dealer for this district, has just returned to his office. He made the trip by automobile.

BACK FROM CONVENTION

Waterloo, Ia., Nov. 21.—C. A. Morris, C. D. O'Harrow, John Hansen, William Keefe, Frank Collard, A. E. Chambers and Harley Butters, local automobile men, have just returned from Des Moines, where they attended the state meeting of the Iowa Automotive Association.

APGAR HIGH GUN AT SHOOT

White Plains, N. Y., Nov. 21.—Frank L. Apgar, Peerless and Cleveland dealer in this city, was high gun at the third weekly shoot of the Westchester-Biltmore Gun Club at Rye. His score was 95 out of 100. He will also take part in the annual Thanksgiving poultry shoot.

Incorporations

NEW YORK STATE

Albany N. Y., Nov. 21.—Among incorporations just announced by the secretary of state's office are:

Tremont—Jerome Avenue Garage Corporation, Manhattan; \$20,000; to operate garage business; Benjamin Mossman, Eman Greenberg and Rose Greenberg, all of 200 5th Ave., New York.

Peak Motor Products Company, Inc., Brooklyn; \$10,000; to deal in automobile supplies; Ferdinand and Adolph Wachsmann of 554 Eastern Parkway, Brooklyn, and N. J. Tellerman.

Beauty Cab Company, Inc., Manhattan; \$10,000; motor car hacking; Morris Kasselman, 820 48th St., Brooklyn; Isaac Chipman and Max Chipman.

Certified Tourists System, Inc., Rochester; \$10,000; tourist guide publishing; Charles A. Auerbach, Irondequoit, N. Y., and H. L. and O. L. Webb of Rochester.

Kingslawn Garage and Taxi Company, Inc., Kings county; \$20,000; service station; Irving Schwartz, 190 Joralemon St., Brooklyn; M. L. Greenberg and A. L. Weiss.

Atlas Auto Body Service Corporation, Manhattan; \$10,000; operate automobile service station; Eman A. Pillier and Marcel Pillier, 1022 East 24th St., Brooklyn, and M. Edward Jacobs.

Royal Bus Company, Inc., Brooklyn; \$10,000; to operate stage or omnibus route; W. E. Morsen, 52 East 17th St., Brooklyn; J. T. Brady and S. S. Walsh.

Port Jervis Sales and Repair Company, Port Jervis, \$25,000; motor vehicles; James E. Lyon and Harold R. Lyon, both of 58 New Jersey Ave., and Floyd W. Lyon.

Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

BUSINESS OPPORTUNITIES

FACTORY REPRESENTATIVES—Correspondence invited relative to openings for branch managers to represent us to the automotive jobbing trade. Openings now at Chicago, Buffalo, Pittsburgh, Kansas City and the West coast. Commission basis. Only responsible individuals with selling experience to the automotive jobbing trade will be considered. Consolidated Equipment Corp., 150 Grand St., New York, N. Y.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.

12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garageman; will go anywhere, have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X, Y. Z., Automotive Daily News.

FLEET OWNER LISTS

OVER 100,000 CARS OWNED BY 1,000 N. Y. CORPORATIONS
These fleet owners offer a huge market for your product. Are you reaching them? Do you know the man to see? There's a list of these fleet owners. Keep up to date and giving the name of the right man to see. Used by the largest people in the business. M. MACHOL, 417 Central Park West, New York City. Tel. Academy 8181.

Improvements

RUSHING NEW BUILDING Danbury, Conn., Nov. 21.—Harold D. Van Houten, Willys-Knight and Overland dealer in this territory, who is erecting a building near the corner of West Street and Terrace Place, to be occupied by him as a salesroom and offices, expects to be located there before Christmas. The structure is of steel, brick and concrete and has been designed to harmonize with a church edifice on the adjacent corner.

NEW OVERLAND QUARTERS

Chicago, Nov. 21.—The Overland Motor Sales, of which Walter J. Marggraf is president, has just

FOR SALE

FOR SALE—Garage and authorized Studebaker agency. On corner of the principal street and state highway of this fast-growing incorporated village. My reason for so doing is ill health.

You have read this ad, so will other people read yours, if placed in our classified columns.

TILE block garage, 30x60, selling popular type car; fully equipped shop, doing good business; 7-room dwelling; good location; requires about \$9,500. Inquire C. M., Automotive Daily News.

FOR SALE—Several good patents in the automobile enclosure line including established business, stock and machinery. Address Box No. 50, Automotive Daily News.

I AM in a position to finance a small manufacturing business. If you have something you think is worth while, that has good possibilities in the automotive field, write and make an appointment.

You have read this ad, so will other people read yours, if placed in our classified columns.

TRUCK RE-MANUFACTURING

Truck Re-manufacturing
WE MAKE OLD TRUCKS NEW
If you have one truck or a fleet we will remanufacture at a flat rate. Hundreds of prominent fleet owners are our customers.
ROGNON SERVICE, INC.
156 BOULEVARD,
LONG ISLAND CITY, N. Y.

taken possession of its new sales and service quarters, at 3324 5th Ave. The company is planning additional quarters on the west side.

NEW BUILDING LEASED

Knoxville, Tenn., Nov. 21.—The Knoxville Sales Company, Knoxville's newest Ford dealer, has just leased the building at 529 Gay St., which it will occupy on December 1. Expansion of business made it necessary to take more spacious quarters, according to T. M. Vester, president.

GARAGE EXPANSION

Salem, O., Nov. 21.—A \$40,000 two-story addition is to be built to the Studebaker Garage and Sales Company plant in East Pershing Avenue. This will give the Salem branch the largest garage in Columbiana county.

Advertisers Scheduled in the Automotive Daily News

Apperson Automobile Co.
Automotive Rotary Lift Co.
Bendix Brake Co.
Buick Motor Co.
Byrne-Kingston Co.
Chevrolet Motor Co.
Chrysler Sales Corp.
Continental Motors Co.
Detroit Carrier Mfg. Co.
Durant Motors, Inc.
Flint Motor Co.
Frick Brothers, Inc.
General Motors Corp.
Howitt Rubber Co.
Hupp Motor Car Corp.
Irving Engineering Sales Co., Inc.
J. H. Newmark, Inc.
Jubase Carburetor Co.
Kellogg Mfg. Co.
Locomobile Co. of America
Manhattan Insulated Wire Co.
New Departure Mfg. Co.
No-Carb Sales Co.
Oakland Motor Car Co.
Paige-Detroit Motor Car Co.
Pierce-Arrow Motor Car Co.
Rawlings Co. of America
Rickenbacker Motor Co.
Rowe, Inc., Wm. L.
Staynew Filter Corp.
Stewart Motor Corp.
Terminet Mfg. Co.
U. S. Light & Heat Corp.
Willys Overland, Inc.
Wills Sainte Claire, Inc.
Wire Wheel Corp. of America
Wisconsin Parts Co.
Wise Industries, The
Wonderlamp.

These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly.

You eventually will count the AUTOMOTIVE DAILY NEWS as the most efficient medium to reach the trade.

**48 HOURS
AFTER YOUR
CLASSIFIED
ADVERTISEMENT**
Has Been Received
by the
**AUTOMOTIVE DAILY
NEWS**

It has reached thousands of progressive business men in the Automotive industry
JUST CONSIDER THIS!

Also Consider the Exceedingly
LOW RATE

Then you will agree that there is no better medium in which to cover the field

USE IT!